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1981 Radio Financial Report

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INTRODUCTION

This report presents statistical information on revenues, expenses and profit margins of radio stations for the year 1980. Its primary purpose is to assist station management in evaluating its performance by providing financial yardsticks developed from similar operations.

Part I is a nationwide summary of the typical radio station in the industry as a whole. The summary data is a good indicator of national trends from one year to the next. The information is too broad to be considered a yardstick for individual stations.

Part II provides financial yardsticks. The various station groupings are arranged first according to market size, then by revenue size. The first table of each grouping contains nationwide data. Before looking at the yardstick tables, please read carefully the explanatory material on page 4. If you have any difficulty in finding and using your yardsticks, let us know. We will give you specific guidance on your problem. Additional information needed to make specialized comparisons will be developed and made available upon request.

Part III contains fulltime employment data by market size. Typical station employment is correlated with total revenues and expenses to provide productivity and efficiency yardsticks.

Part IV contains nationwide financial yardsticks by type of station and format. Statistical data is displayed where there was sufficient response from the specific formats.

The statistical information contained in this report is based on questionnaires sent to station management. Excluded from the sample are non-commercial facilities and stations which were not on the air during the entire 1980 calendar year. A more detailed discussion on sample coverage and methodological problems may be found in the Appendix.

All figures in this report are labeled "typical." Statistically, this means that the figures are medians, or the middle figure, after ranking the stations in a particular market-size or revenue-size category on each of the revenue and expense items. Consequently, 50 percent of the stations have a revenue or expense figure which is above or equal to the "typical" figure and 50 percent of the stations have a figure which is below or equal to the "typical" figure.

The statistical data used for this report was programmed and processed by computer at the direction of Station Services which is solely responsible for the selection and computation of financial yardsticks shown in the tables.

Additional copies of the **1981 Radio Financial Report**, are available to NAB members for $10.00 per copy and nonmembers for $30.00 per copy.
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PART I. NATIONWIDE SUMMARY

Part 1 consists of two pages of nationwide revenue and expense data. These figures suggest financial trends of the typical, or median, station in the industry. It is presented as general information and is too broad to be used as a yardstick for individual stations.

1980 RADIO HIGHLIGHTS

. . . . Nationwide, the typical station's total time sales and net revenues were up 10% and 8.8%, respectively. A larger increase in operating expenses, 10.7%, pushed the pre-tax profit downward to$15,600, or a 4.1% profit margin.

. . . . The 21.5% increase in national-regional sales was just enough to add a penny to its share, 12¢ of the sales dollar. Local advertising, up 8.6%, accounted for the other 88¢, down 1¢ from 1979.

. . . . The typical station's expense dollar was spent as follows: 45¢ for G & A; 26¢ for programming; 21¢ for sales; and 6¢ for technical. All unchanged since 1976.

. . . . Typical payroll expenditures increased 8.5% accounting for 48.4% of all operating outlays. The salary dollar was distributed as follows: 38¢ to programming; 31¢ to sales; 25¢ to G & A (down 1¢); and 6¢ to technical (up 1¢). The typical radio station employed 13 fulltime employees, an increase of one over 1979.

. . . . Revenues reserved for depreciation and amortization of assets rose 18.6% to $19,100. Music license fees paid by the typical station increased 10.5% to $9,500.

1981 ESTIMATED RADIO REVENUES

. . . . Responding stations are forecasting a moderate 8.1% increase in net revenues for 1981, which would put the typical station over the $400,000 mark.

TABLE 1 — REVENUE AND EXPENSE ITEMS FOR THE TYPICAL RADIO STATION NATIONWIDE, 1980

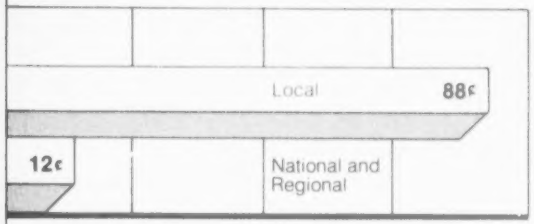
REVENUE AND EXPENSE ITEMS	*ALL STATIONS*	
	Typical Dollar Figures	*Typical Percent Figures*
PROFIT MARGIN (Before tax)		4.13%
TOTAL TIME SALES	$387,900	100.0%
From:		
Network Compensation	0	0.0%
National & Regional Advertisers	45,800	11.8%
Local Advertisers	342,100	88.2%
TOTAL BROADCAST REVENUE[a]	$376,600	
Non Broadcast Revenue	600	
Trade-outs & Barter	10,900	
TOTAL BROADCAST EXPENSE	361,000	100.0%
From:		
Technical	21,700	6.0%
Program	100,300	27.8%
Selling[b]	77,600	21.4%
General & Administrative	161,400	44.7%
SELECTED EXPENSE ITEMS		
TOTAL SALARIES[c]	$174,700	100.0%
From:		
Technical	9,600	5.5%
Program	66,200	37.9%
Selling	54,500	31.2%
General & Administrative	44,400	25.4%
Cost of Outside News Service	$ 6,100	
Music License Fees	$ 9,500	
Depreciation & Amortization	$ 19,100	
Interest	$ 2,800	
PROFIT (Before Federal income tax)	$ 15,600	

[a]Time Sales plus other broadcast revenues less cash discounts, and commissions to agencies, representatives and brokers.

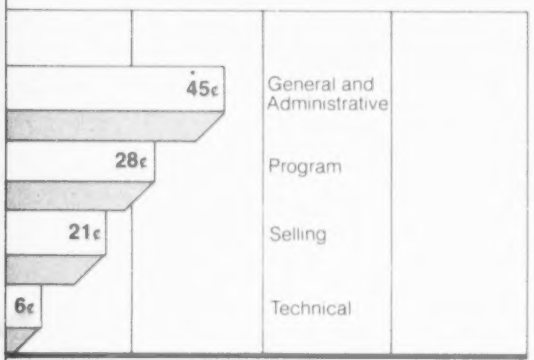
[b]Includes all promotion; excludes agency and rep. commissions.

[c]Includes salaries, wages, bonuses, and commissions.

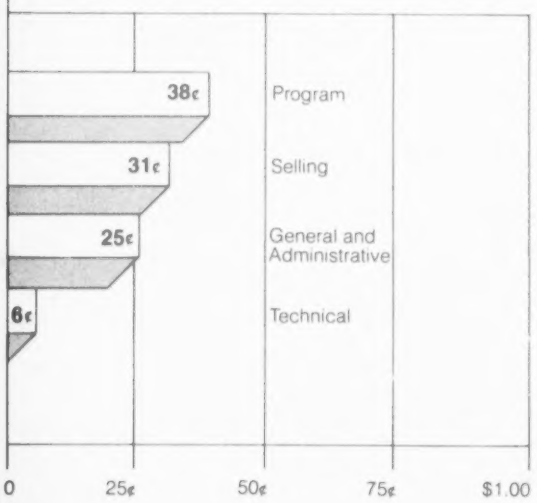
Where does the typical station's time sales dollar come from?



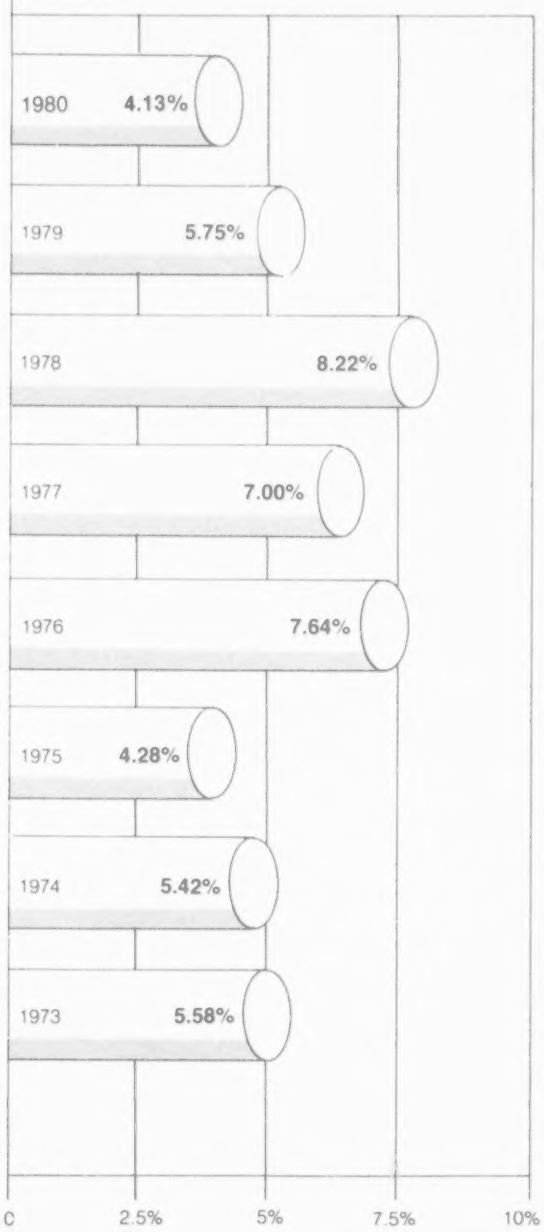
Where does the typical station's expense dollar go?



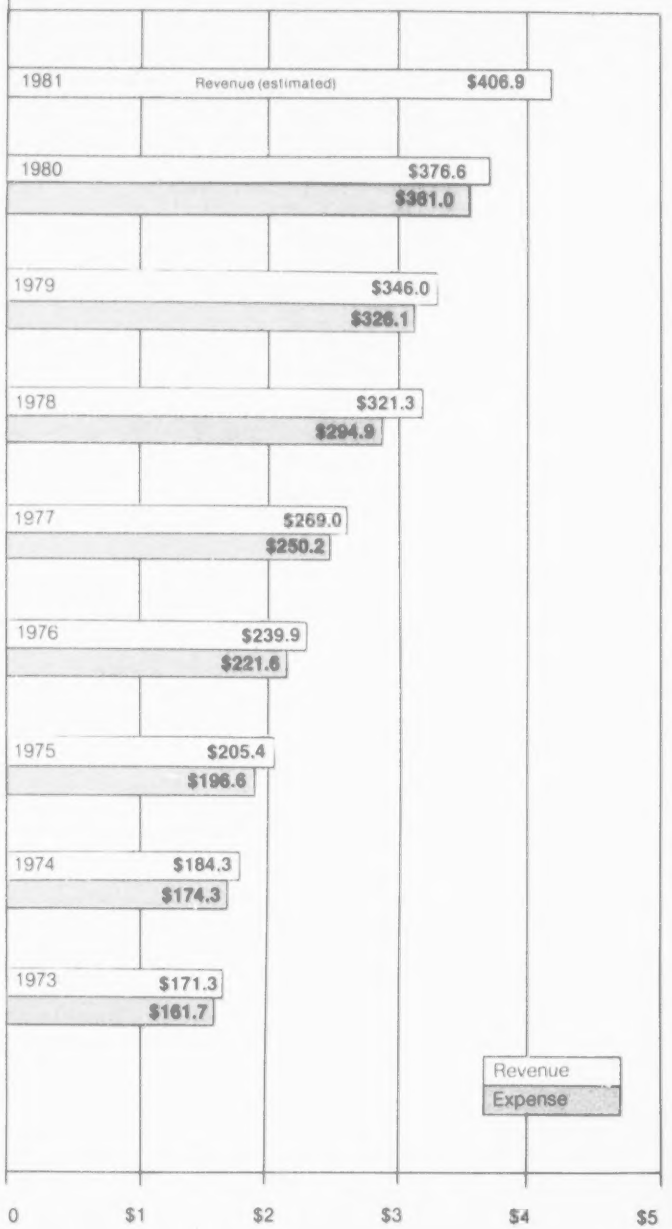
Where does the typical station's salary dollar go?



Nationwide trend in profit margin of typical radio station



Nationwide trend in revenue and expenses of typical radio station (in thousands of dollars)



PART II. FINANCIAL YARDSTICKS

How to Find Your Revenue and Expense Yardsticks

1. Table of Contents . . . In the table of contents on page 1 you will find a listing of market-size and revenue-size yardstick tables by station grouping. Each table provides yardstick figures for (1) all stations in the sub-groupings, and (2) those stations which reported a profit in 1980.

2. Market-Size Yardsticks . . . Each station grouping is first arranged in market-size categories, the number and definition varying according to universe and reporting sample. In the first two station groupings, the largest market size category (population 2.5 million and over) has been further refined based on revenues — the first showing stations with $1 million or more in revenues, the second composed of those stations with less than $1 million total revenues.

To determine your market size, use the population of the standard metropolitan statistical area if you are located within one. If not, use 1970 city population figues. Stations participating in the survey were market sized according to the Bureau of the Census' 1970 Census of Population or the Office of Management and Budget's designated standard metropolitan statistical areas. See the Appendix for further details on the market-size classification scheme.

These are the most refined yardsticks in the report. They provide broadcasters with the most precise yardsticks against which to evaluate their own operations.

3. Revenue-Size Yardsticks . . . The second section of each station grouping contains revenue-size tables. Your revenue size is determined, as in prior surveys, solely by the total broadcast revenue reported in 1980. As with market-size categories, the number and definition of revenue-size categories will vary among station groupings.

The revenue tables allow a comparison with stations with similar revenue totals. The revenue-size breakdown can be especially helpful to those stations which, for one reason or another, feel that the market population figures from the Census Bureau do not reflect the actual size of their local selling market. The major limitation of the yardstick is the inability to determine whether your dollar revenue is in line with those of comparably situated stations.

How to Use Your Revenue and Expense Yardsticks

At the end of each yardstick table there are blank columns headed "Your Station" in which you may enter your figures. Do not overlook the dollar comparisons. They are at least as important as the percent comparisons. Also be sure to evaluate your results against the middle 50 percent figures as well as the typical figures, since it should not be anticipated that any one station will be perfectly in line with the typical figures. If your station lost money in 1980 or only made a small profit, you might want to use the yardstick figures for profit-only stations as goals for the next fiscal year.

If one or more of your revenue or expense figures are unfavorably out of line with the yardsticks, this does NOT mean that you are necessarily running an inefficient operation, and that the figures which are substantially out of line must be corrected. But it does mean that you should be able to explain WHY it is necessary for that particular figure to deviate from the yardstick. If the explanation is sound, for both the short and long run, you may not want to consider any changes.

The explanation is what is significant — not just the fact that a particular revenue or expense figure is out of line with that in comparably situated stations.

TABLE 2 REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 1 (2.5 million population & over) LARGE STATIONS (total revenue of $1 million or more)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (90)			PROFIT ONLY STATIONS (63)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		16.32%	(9.57%)-28.95%		24.96%	14.40%- 37.55%		___%
2. TOTAL TIME SALES	$ 3,312,800	100.0%	$ 1,984,300-$ 6,367,200	$ 4,111,600	100.0%	$ 2,400,000- $ 7,958,400		100.0%
From:								
3. Network Compensation	16,600	0.5%	0- 114,300	0	0.0%	0- 129,000		
4. National & Regional Advertisers	901,100	27.2%	438,200- 2,246,100	1,348,600	32.8%	604,900- 2,863,700		
5. Local Advertisers	2,395,100	72.3%	1,330,000- 3,767,800	2,763,000	67.2%	1,698,100- 4,855,600		
6. TOTAL BROADCAST REVENUE[b]	$ 2,777,700		$ 1,736,300-$ 5,302,200	$ 3,434,000		$ 1,950,000- $ 6,602,400		
7. Non Broadcast Revenue	4,800		0- 22,200	5,600		0- 24,000		
8. Trade-outs & Barter	140,900		51,200- 279,200	142,200		39,800- 273,100		
9. TOTAL BROADCAST EXPENSE	$ 2,324,400	100.0%	$ 1,677,200-$ 4,009,100	$ 2,576,900	100.0%	$ 1,486,600- $ 4,620,500		100.0%
From:								
10. Technical	118,500	5.1%	75,000- 368,800	131,400	5.1%	73,900- 473,900		
11. Program	674,100	29.0%	353,300- 1,176,400	788,500	30.6%	325,300- 1,345,700		
12. Selling[c]	639,200	27.5%	426,000- 1,183,700	757,600	29.4%	413,100- 1,444,100		
13. General & Administrative	892,600	38.4%	638,500- 1,335,500	899,400	34.9%	552,700- 1,328,700		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 935,600	100.0%	$ 658,900-$ 1,579,100	$ 992,400	100.0%	$ 692,300- $ 1,838,000		100.0%
From:								
15. Technical	69,200	7.4%	33,500- 271,600	71,500	7.2%	34,400- 315,400		
16. Program	399,500	42.7%	211,400- 740,100	415,800	41.9%	211,100- 818,100		
17. Selling	298,500	31.9%	217,100- 454,100	328,500	33.1%	218,600- 514,300		
18. General & Administrative	168,400	18.0%	115,500- 214,000	176,600	17.8%	119,300- 248,000		
19. Cost of Outside News Service	$ 21,800		$ 9,700-$ 49,900	$ 26,200		$ 9,600- $ 58,400		
20. Music License Fees	$ 52,800		$ 35,700-$ 111,500	$ 65,000		$ 38,600- $ 141,300		
21. Depreciation & Amortization	$ 90,100		$ 47,700-$ 171,400	$ 78,800		$ 42,100- $ 162,600		
22. Interest	$ 0		$ 0-$ 200	$ 0		$ 0- $ 100		
23. PROFIT (Before Federal income tax)	$ 453,300		$ (281,800)-$ 1,599,900	$ 857,100		$ 322,400- $ 2,190,400		
24. FULLTIME EMPLOYMENT	34		24- 52	35		24- 54		

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 3 REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 1 (2.5 million population & over) SMALL STATIONS (total revenue of less than $1 million)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (35)			PROFIT ONLY STATIONS (17)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		(0.35%)	(24.48%)-5.77%		5.77%	2.28%- 12.39%		___%
2. TOTAL TIME SALES	$ 503,600	100.0%	$ 302,500-$ 680,200	$ 438,900	100.0%	$ 306,700- $ 573,000	___ ___	100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0	___	___
4. National & Regional Advertisers	25,200	5.0%	0- 102,700	5,300	1.2%	0- 101,300	___	___
5. Local Advertisers	478,400	95.0%	255,100- 585,200	433,600	98.8%	218,200- 518,800	___	___
6. TOTAL BROADCAST REVENUE[b]	$ 492,300		$ 329,600-$ 654,400	$ 433,500		$ 331,600- $ 558,200	___	
7. Non Broadcast Revenue	0		0- 13,600	0		0- 16,100	___	
8. Trade-outs & Barter	19,400		6,600- 54,800	13,300		5,200- 24,100	___	
9. TOTAL BROADCAST EXPENSE	$ 494,000	100.0%	$ 326,500-$ 759,800	$ 408,500	100.0%	$ 312,000- $ 490,700	___	100.0%
From:								
10. Technical	31,100	6.3%	14,100- 65,300	26,100	6.4%	12,800- 51,700	___	___
11. Program	133,400	27.0%	82,700- 188,600	106,200	26.0%	64,000- 131,000	___	___
12. Selling[c]	113,100	22.9%	63,600- 177,900	90,300	22.1%	61,900- 109,300	___	___
13. General & Administrative	216,400	43.8%	141,300- 297,900	185,900	45.5%	121,500- 219,100	___	___
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 252,700	100.0%	$ 172,700-$ 333,300	$ 218,800	100.0%	$ 153,600- $ 277,000	___	100.0%
From:								
15. Technical	12,900	5.1%	5,300- 31,100-	9,800	4.5%	5,400- 32,000	___	___
16. Program	95,000	37.6%	60,900- 141,500	72,000	32.9%	37,700- 93,500	___	___
17. Selling	73,800	29.2%	43,200- 93,700	67,400	30.8%	40,500- 74,300	___	___
18. General & Administrative	71,000	28.1%	37,800- 84,600	69,600	31.8%	32,000- 79,100	___	___
19. Cost of Outside News Service	$ 6,600		$ 5,400-$ 9,800	$ 6,300		$ 5,700- $ 10,800	___	
20. Music License Fees	$ 9,600		$ 6,800-$ 17,600	$ 10,500		$ 6,500- $ 14,300	___	
21. Depreciation & Amortization	$ 15,000		$ 10,500-$ 29,300	$ 12,900		$ 5,700- $ 17,300	___	
22. Interest	$ 1,100		$ 0-$ 8,900	$ 2,800		$ 0- $ 18,300	___	
23. PROFIT (Before Federal income tax)	$ (1,700)		$ (96,200)-$ 18,500	$ 25,000		$ 7,800- $ 69,300	___	
24. FULLTIME EMPLOYMENT	13		10- 19	12		10- 14	___	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 4 REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 2 (1 - 2.5 million population)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (163)			PROFIT ONLY STATIONS (102)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		6.43%	(18.94%)-23.40%		19.56%	8.71%- 32.75%		____%
2. TOTAL TIME SALES	$ 1,338,600	100.0%	$ 533,000-$ 2,493,200	$ 2,166,300	100.0%	$ 871,300- $ 3,131,100	_____	100.0%
From:								
3. Network Compensation	0	0.0%	0- 50,000	0	0.0%	0- 64,400	_____	_____
4. National & Regional Advertisers	326,600	24.4%	69,600- 693,700	576,200	26.6%	169,700- 914,800	_____	_____
5. Local Advertisers	1,012,000	75.6%	423,700- 1,844,500	1,590,100	73.4%	685,900- 2,247,900	_____	_____
6. TOTAL BROADCAST REVENUE[b]	$ 1,128,300		$ 477,500-$ 2,223,500	$ 1,818,000		$ 786,600- $ 2,698,000	_____	
7. Non Broadcast Revenue	1,900		0- 14,300	2,700		0- 15,800	_____	
8. Trade-outs & Barter	65,600		23,800- 134,700	67,900		25,600- 153,200	_____	
9. TOTAL BROADCAST EXPENSE	$ 1,055,800	100.0%	$ 593,800-$ 1,953,600	$ 1,462,400	100.0%	$ 644,700- $ 2,163,300	_____	100.0%
From:								
10. Technical	52,800	5.0%	29,100- 90,500	65,800	4.5%	31,000- 110,100	_____	_____
11. Program	278,700	26.4%	144,600- 555,800	390,500	26.7%	154,000- 650,400	_____	_____
12. Selling[c]	303,000	28.7%	134,100- 516,100	435,800	29.8%	161,800- 572,400	_____	_____
13. General & Administrative	421,300	39.9%	258,100- 696,900	570,300	39.0%	278,900- 715,200	_____	_____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 442,200	100.0%	$ 253,100-$ 777,200	$ 621,400	100.0%	$ 285,600- $ 904,900	_____	100.0%
From:								
15. Technical	23,900	5.4%	11,900- 41,000	32,300	5.2%	14,200- 55,700	_____	_____
16. Program	167,600	37.9%	82,400- 352,600	244,200	39.3%	86,900- 393,900	_____	_____
17. Selling	172,900	39.1%	84,500- 254,000	243,000	39.1%	116,300- 295,600	_____	_____
18. General & Administrative	77,800	17.6%	52,400- 118,600	101,900	16.4%	59,000- 143,500	_____	_____
19. Cost of Outside News Service	$ 8,400		$ 5,100-$ 14,700	$ 8,400		$ 5,500- $ 18,500	_____	
20. Music License Fees	$ 25,600		$ 10,100-$ 51,600	$ 41,000		$ 13,000- $ 63,200	_____	
21. Depreciation & Amortization	$ 55,100		$ 26,200-$ 108,400	$ 54,600		$ 26,400- $ 102,800	_____	
22. Interest	$ 1,000		$ 0-$ 34,000	$ 300		$ 0- $ 17,400	_____	
23. PROFIT (Before Federal income tax)	$ 72,500		$ (114,900)-$ 452,400	$ 355,600		$ 70,800- $ 808,300	_____	
24. FULLTIME EMPLOYMENT	22		14- 31	24		15- 35	_____	

[a] Derived from each station's gross profit divided by total revenue.
[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c] Includes all promotion; excludes agency and rep. commissions.
[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 5 REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 3 (500,000 - 1 million population)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (166)			PROFIT ONLY STATIONS (96)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		3.11%	(20.57%)-18.82%		14.14%	6.43%- 25.01%		___%
2. TOTAL TIME SALES	$ 813,300	100.0%	$ 341,000-$ 1,555,000	$ 1,142,800	100.0%	$ 629,300- $ 1,890,700		100.0%
From:								
3. Network Compensation	2,400	0.3%	0- 19,500	3,400	0.3%	0- 21,600		
4. National & Regional Advertisers	153,700	18.9%	40,600- 359,900	251,400	22.0%	87,700- 480,200		
5. Local Advertisers	657,200	80.8%	288,600- 1,181,000	888,000	77.7%	534,300- 1,467,800		
6. TOTAL BROADCAST REVENUE[b]	$ 729,200		$ 330,600-$ 1,363,300	$ 1,003,700		$ 571,100- $ 1,634,100		
7. Non Broadcast Revenue	1,200		0- 12,700	1,500		0- 14,400		
8. Trade-outs & Barter	32,700		13,200- 72,500	40,400		12,900- 81,800		
9. TOTAL BROADCAST EXPENSE	$ 706,500	100.0%	$ 401,700-$ 1,318,600	$ 861,800	100.0%	$ 478,800- $ 1,403,800		100.0%
From:								
10. Technical	43,100	6.1%	22,600- 69,700	50,800	5.9%	26,800- 81,900		
11. Program	193,600	27.4%	93,700- 359,800	234,400	27.2%	111,800- 364,900		
12. Selling[c]	173,800	24.6%	89,100- 304,000	253,400	29.4%	112,600- 335,600		
13. General & Administrative	296,000	41.9%	183,700- 471,200	323,200	37.5%	190,500- 523,400		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 315,200	100.0%	$ 166,900-$ 530,700	$ 388,300	100.0%	$ 222,600- $ 606,700		100.0%
From:								
15. Technical	17,700	5.6%	7,800- 29,800	21,000	5.4%	9,100- 37,300		
16. Program	123,200	39.1%	61,900- 218,700	144,400	37.2%	61,600- 248,800		
17. Selling	110,600	35.1%	49,500- 187,800	146,800	37.8%	72,500- 213,600		
18. General & Administrative	63,700	20.2%	36,800- 94,200	76,100	19.6%	35,500- 109,600		
19. Cost of Outside News Service	$ 6,800		$ 4,800-$ 12,300	$ 7,400		$ 4,800- $ 12,600		
20. Music License Fees	$ 18,400		$ 8,100-$ 33,400	$ 27,700		$ 14,500- $ 44,100		
21. Depreciation & Amortization	$ 32,100		$ 16,000-$ 54,600	$ 31,700		$ 15,800- $ 52,800		
22. Interest	$ 2,500		$ 0-$ 22,800	$ 1,400		$ 0- $ 15,700		
23. PROFIT (Before Federal income tax)	$ 22,700		$ (87,300)-$ 232,700	$ 141,900		$ 32,200- $ 359,700		
24. FULLTIME EMPLOYMENT	17		11- 27	20		11- 30		

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 6 REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 4 (250,000 - 500,000 population)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (218)			PROFIT ONLY STATIONS (133)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		3.73%	(11.96%)-16.16%		12.75%	4.72%- 22.58%		___%
2. TOTAL TIME SALES	$ 603,500	100.0%	$ 342,200-$ 939,100	$ 743,600	100.0%	$ 469,500- $ 1,119,300		100.0%
From:								
3. Network Compensation	0	0.0%	0- 6,600	0	0.0%	0- 6,800		
4. National & Regional Advertisers	101,400	16.8%	26,100- 188,500	127,900	17.2%	55,400- 239,700		
5. Local Advertisers	502,100	83.2%	267,700- 759,500	615,700	82.8%	381,900- 881,900		
6. TOTAL BROADCAST REVENUE[b]	$ 562,500		$ 317,400-$ 868,800	$ 707,400		$ 448,700- $ 1,013,200		
7. Non Broadcast Revenue	1,500		0- 9,200	2,600		0- 13,200		
8. Trade-outs & Barter	27,000		7,400- 50,300	24,500		4,700- 49,400		
9. TOTAL BROADCAST EXPENSE	$ 541,500	100.0%	$ 358,200-$ 818,900	$ 617,200	100.0%	$ 376,200- $ 872,800		100.0%
From:								
10. Technical	33,000	6.1%	17,400- 52,900	36,400	5.9%	18,000- 55,000		
11. Program	145,100	26.8%	88,800- 228,900	168,500	27.3%	93,700- 247,300		
12. Selling[c]	133,800	24.7%	75,300- 206,400	162,900	26.4%	90,800- 216,400		
13. General & Administrative	229,600	42.4%	144,000- 340,400	249,400	40.4%	151,800- 346,500		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 258,300	100.0%	$ 159,100-$ 380,000	$ 312,000	100.0%	$ 183,700- $ 418,100		100.0%
From:								
15. Technical	14,000	5.4%	7,400- 21,900	15,600	5.0%	8,300- 26,100		
16. Program	97,900	37.9%	60,100- 153,300	122,900	39.4%	60,700- 163,100		
17. Selling	91,400	35.4%	47,500- 130,000	106,700	34.2%	60,700- 146,700		
18. General & Administrative	55,000	21.3%	29,000- 81,500	66,800	21.4%	35,200- 96,400		
19. Cost of Outside News Service	$ 5,700		$ 3,900-$ 9,600	$ 5,700		$ 4,200- $ 9,200		
20. Music License Fees	$ 12,700		$ 6,700-$ 23,500	$ 17,000		$ 9,400- $ 26,000		
21. Depreciation & Amortization	$ 24,800		$ 12,700-$ 44,000	$ 23,900		$ 13,000- $ 41,100		
22. Interest	$ 2,500		$ 0-$ 21,100	$ 1,100		$ 0- $ 16,900		
23. PROFIT (Before Federal income tax)	$ 21,000		$ (44,800)-$ 92,500	$ 90,200		$ 27,500- $ 165,400		
24. FULLTIME EMPLOYMENT	17		10- 22	18		11- 23		

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 7 REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 5 (100,000 - 250,000 population)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (208)			PROFIT ONLY STATIONS (121)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		3.16%	(9.31%)-12.96%		11.80%	6.29%- 20.54%		____%
2. TOTAL TIME SALES	$ 429,000	100.0%	$ 256,900-$ 674,800	$ 479,300	100.0%	$ 315,800- $ 719,600	_____	100.0%
From:								
3. Network Compensation	0	0.0%	0- 2,000	0	0.0%	0- 2,200	_____	_____
4. National & Regional Advertisers	56,600	13.2%	21,600- 107,100	62,800	13.1%	25,100- 115,300	_____	_____
5. Local Advertisers	372,400	86.8%	213,600- 547,800	416,500	86.9%	258,700- 613,200	_____	_____
6. TOTAL BROADCAST REVENUE[b]	$ 413,000		$ 243,700-$ 643,700	$ 500,000		$ 309,100- $ 684,900	_____	
7. Non Broadcast Revenue	800		0- 7,400	1,000		0- 8,100	_____	
8. Trade-outs & Barter	13,100		3,400- 30,400	11,400		1,700- 28,500	_____	
9. TOTAL BROADCAST EXPENSE	$ 399,900	100.0%	$ 259,600-$ 609,200	$ 441,000	100.0%	$ 260,900- $ 596,100	_____	100.0%
From:								
10. Technical	23,600	5.9%	12,100- 40,400	25,600	5.8%	12,000- 39,400	_____	_____
11. Program	114,400	28.6%	72,700- 181,900	128,300	29.1%	69,900- 185,000	_____	_____
12. Selling[c]	91,200	22.8%	51,800- 141,900	104,100	23.6%	50,900- 158,600	_____	_____
13. General & Administrative	170,700	42.7%	104,100- 265,600	183,000	41.5%	105,100- 255,800	_____	_____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 204,700	100.0%	$ 128,000-$ 306,800	$ 239,200	100.0%	$ 131,900- $ 317,200	_____	100.0%
From:								
15. Technical	10,800	5.3%	4,100- 15,600	12,200	5.1%	3,900- 16,100	_____	_____
16. Program	80,700	39.4%	46,000- 115,300	92,300	38.6%	46,000- 122,300	_____	_____
17. Selling	66,700	32.6%	36,800- 104,300	76,600	32.0%	37,800- 111,900	_____	_____
18. General & Administrative	46,500	22.7%	25,400- 71,200	58,100	24.3%	27,400- 74,800	_____	_____
19. Cost of Outside News Service	$ 6,000		$ 3,500-$ 8,700	$ 6,000		$ 3,300- $ 8,100	_____	
20. Music License Fees	$ 10,200		$ 5,600-$ 16,500	$ 11,900		$ 7,200- $ 17,700	_____	
21. Depreciation & Amortization	$ 19,200		$ 10,700-$ 37,500	$ 16,200		$ 10,300- $ 28,500	_____	
22. Interest	$ 2,600		$ 0-$ 18,300	$ 1,300		$ 0- $ 14,600	_____	
23. PROFIT (Before Federal income tax)	$ 13,100		$ (36,800)-$ 60,800	$ 59,000		$ 19,500- $ 108,500	_____	
24. FULLTIME EMPLOYMENT	14		10- 19	14		10- 18	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 8 REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 6 (50,000 - 100,000 population)

REVENUE AND EXPENSE ITEMS Line No.	ALL STATIONS (57) Typical Dollar Figures Col. 1	 Typical Percent Figures Col. 2	 Middle 50% Range Col. 3	PROFIT ONLY STATIONS (35) Typical Dollar Figures Col. 4	 Typical Percent Figures Col. 5	 Middle 50% Range Col. 6	YOUR STATION Dollar Figures Col. 7	 Percent Figures Col. 8
1. PROFIT MARGIN[a]		4.39%	(11.23%)-15.87%		11.81%	5.08%- 25.63%		___%
2. TOTAL TIME SALES	$ 456,400	100.0%	$ 344,400-$ 645,700	$ 595,400	100.0%	$ 416,200- $ 695,900	_____	100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0	_____	____
4. National & Regional Advertisers	39,700	8.7%	21,100- 87,200	57,200	9.6%	28,200- 104,100	_____	____
5. Local Advertisers	416,700	91.3%	242,900- 569,800	538,200	90.4%	377,900- 603,200	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 448,300		$ 325,300-$ 625,100	$ 567,300		$ 395,200- $ 671,900	_____	
7. Non Broadcast Revenue	3,500		0- 10,900	3,500		0- 10,100	_____	
8. Trade-outs & Barter	5,400		100- 13,800	6,500		500- 15,900	_____	
9. TOTAL BROADCAST EXPENSE	$ 428,600	100.0%	$ 319,100-$ 611,700	$ 500,300	100.0%	$ 344,600- $ 630,500	_____	100.0%
From:								
10. Technical	27,800	6.5%	14,100- 43,100	34,000	6.8%	18,200- 45,500		
11. Program	116,600	27.2%	70,200- 154,800	151,600	30.3%	92,500- 179,900	_____	____
12. Selling[c]	99,000	23.1%	71,100- 149,400	115,100	23.0%	71,600- 154,000	_____	____
13. General & Administrative	185,200	43.2%	116,100- 267,800	199,600	39.9%	115,800- 263,400	_____	____
SELECTED EXPENSE ITEMS							_____	____
14. Total Salaries[d]	$ 218,400	100.0%	$ 136,800-$ 303,200	$ 254,200	100.0%	$ 164,500- $ 323,400	_____	100.0%
From:								
15. Technical	11,600	5.3%	5,100- 17,600	15,200	6.0%	8,800- 21,600	_____	____
16. Program	80,800	37.0%	47,800- 110,000	100,700	39.6%	59,900- 115,100	_____	____
17. Selling	79,900	36.6%	52,200- 114,200	88,700	34.9%	62,300- 118,900	_____	____
18. General & Administrative	46,100	21.1%	25,800- 68,300	49,600	19.5%	30,600- 69,400	_____	____
19. Cost of Outside News Service	$ 6,100		$ 3,600-$ 9,300	$ 7,000		$ 4,600- $ 9,900	_____	
20. Music License Fees	$ 11,600		$ 7,400-$ 16,800	$ 14,600		$ 10,200- $ 17,900	_____	
21. Depreciation & Amortization	$ 21,900		$ 11,800-$ 41,700	$ 21,900		$ 11,500- $ 34,500	_____	
22. Interest	$ 7,600		$ 0-$ 21,400	$ 2,700		$ 0- $ 16,100	_____	
23. PROFIT (Before Federal income tax)	$ 19,700		$ (38,700)-$ 82,900	$ 67,000		$ 21,400- $ 127,900	_____	
24. FULLTIME EMPLOYMENT	15		10- 20	15		11- 20	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 9 REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 7 (25,000 - 50,000 population)

REVENUE AND EXPENSE ITEMS Line No.	ALL STATIONS (81) Typical Dollar Figures Col. 1	 Typical Percent Figures Col. 2	 Middle 50% Range Col. 3	PROFIT ONLY STATIONS (49) Typical Dollar Figures Col. 4	 Typical Percent Figures Col. 5	 Middle 50% Range Col. 6	YOUR STATION Dollar Figures Col. 7	 Percent Figures Col. 8
1. PROFIT MARGIN[a]		3.86%	(9.51%)-11.34%		10.18%	5.25%- 16.68%		___%
2. TOTAL TIME SALES	$ 391,700	100.0%	$ 242,100-$ 593,400	$ 448,400	100.0%	$ 326,100- $ 629,000	_____	100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 300	_____	_____
4. National & Regional Advertisers	48,600	12.4%	14,400- 88,700	48,000	10.7%	15,700- 96,600	_____	_____
5. Local Advertisers	343,100	87.6%	204,100- 464,200	400,400	89.3%	273,400- 580,300	_____	_____
6. TOTAL BROADCAST REVENUE[b]	$ 374,100		$ 234,300-$ 543,100	$ 439,000		$ 317,700- $ 620,200	_____	
7. Non Broadcast Revenue	1,100		0- 8,500	1,100		0- 10,200	_____	
8. Trade-outs & Barter	7,800		1,700- 16,100	6,000		1,800- 14,000	_____	
9. TOTAL BROADCAST EXPENSE	$ 359,700	100.0%	$ 237,200-$ 524,200-	$ 394,300	100.0%	$ 287,600- $ 570,300	_____	100.0%
From:								
10. Technical	18,000	5.0%	12,000- 32,500	21,300	5.4%	13,100- 35,800	_____	_____
11. Program	109,400	30.4%	62,300- 157,300	118,300	30.0%	66,800- 164,600	_____	_____
12. Selling[c]	64,000	17.8%	43,400- 120,300	85,600	21.7%	47,300- 136,500	_____	_____
13. General & Administrative	168,300	46.8%	101,200- 223,500	169,100	42.9%	108,100- 256,800	_____	_____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 174,100	100.0%	$ 118,900-$ 257,600	$ 205,800	100.0%	$ 142,000- $ 303,600	_____	100.0%
From:								
15. Technical	7,700	4.4%	4,500- 15,100	10,700	5.2%	5,400- 18,500	_____	_____
16. Program	70,500	40.5%	41,600- 106,800	84,800	41.2%	46,100- 114,600	_____	_____
17. Selling	50,300	28.9%	31,600- 89,500	58,400	28.4%	41,500- 106,300	_____	_____
18. General & Administrative	45,600	26.2%	28,100- 65,900	51,900	25.2%	32,100- 78,500	_____	_____
19. Cost of Outside News Service	$ 5,800		$ 3,200-$ 8,400	$ 5,900		$ 4,200- $ 8,300	_____	
20. Music License Fees	$ 10,200		$ 5,700-$ 14,200	$ 11,800		$ 8,300- $ 16,700	_____	
21. Depreciation & Amortization	$ 16,400		$ 10,400-$ 28,300	$ 14,800		$ 8,200- $ 25,800	_____	
22. Interest	$ 2,700		$ 0-$ 14,100	$ 1,300		$ 0- $ 10,200	_____	
23. PROFIT (Before Federal income tax)	$ 14,400		$ (21,300)-$ 49,200	$ 44,700		$ 18,000- $ 69,800	_____	
24. FULLTIME EMPLOYMENT	13		8- 18	15		10- 20	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 10 REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 8 (10,000 - 25,000 population)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (245)			PROFIT ONLY STATIONS (154)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		4.60%	(5.77%)-12.27%		10.63%	5.73%- 16.83%		___%
2. TOTAL TIME SALES	$ 326,100	100.0%	$ 236,900-$ 446,900	$ 370,700	100.0%	$ 270,600- $ 476,400		100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0		
4. National & Regional Advertisers	33,900	10.4%	13,700- 60,100	37,100	10.0%	19,200- 65,700		
5. Local Advertisers	292,200	89.6%	194,900- 399,800	333,600	90.0%	232,800- 422,000		
6. TOTAL BROADCAST REVENUE[b]	$ 322,700		$ 237,900-$ 443,400	$ 369,300		$ 271,700- $ 474,700		
7. Non Broadcast Revenue	700		0- 6,000	400		0- 6,100		
8. Trade-outs & Barter	3,500		0- 10,900	3,000		0- 10,300		
9. TOTAL BROADCAST EXPENSE	$ 307,900	100.0%	$ 222,900-$ 416,200	$ 330,000	100.0%	$ 238,300- $ 424,500		100.0%
From:								
10. Technical	16,900	5.5%	8,600- 24,500	18,100-	5.5%	9,400- 24,500		
11. Program	90,800	29.5%	63,700- 111,900	98,700	29.9%	74,300- 121,200		
12. Selling[c]	60,400	19.6%	39,700- 85,500	64,700	19.6%	42,300- 88,600		
13. General & Administrative	139,800	45.4%	95,100- 193,500	148,500	45.0%	95,800- 195,800		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 158,600	100.0%	$ 114,200-$ 210,900	$ 176,400	100.0%	$ 132,000- $ 216,400		100.0%
From:								
15. Technical	6,200	3.9%	1,900- 12,000	7,200	4.1%	3,200- 12,900		
16. Program	63,100	39.8%	40,300- 76,800	66,700	37.8%	44,400- 80,400		
17. Selling	46,200	29.1%	31,400- 64,500	52,600	29.8%	35,900- 75,100		
18. General & Administrative	43,100	27.2%	27,000- 61,500	49,900	28.3%	31,400- 67,100		
19. Cost of Outside News Service	$ 6,100		$ 4,500-$ 9,000	$ 6,900		$ 4,900- $ 9,500		
20. Music License Fees	$ 8,700		$ 5,400-$ 11,500	$ 10,000		$ 6,000- $ 12,700		
21. Depreciation & Amortization	$ 13,600		$ 6,300-$ 24,200	$ 13,400		$ 6,600- $ 21,800		
22. Interest	$ 5,000		$ 0-$ 15,500	$ 3,400		$ 0- $ 13,200		
23. PROFIT (Before Federal income tax)	$ 14,800		$ (13,900)-$ 44,000	$ 39,300		$ 15,600- $ 72,900		
24. FULLTIME EMPLOYMENT	11		8- 14	12		9- 15		

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 11 REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 9 (Under 10,000 population)

REVENUE AND EXPENSE ITEMS Line No.	ALL STATIONS (408) Typical Dollar Figures Col. 1	 Typical Percent Figures Col. 2	 Middle 50% Range Col. 3	PROFIT ONLY STATIONS (258) Typical Dollar Figures Col. 4	 Typical Percent Figures Col. 5	 Middle 50% Range Col. 6	YOUR STATION Dollar Figures Col. 7	 Percent Figures Col. 8
1. PROFIT MARGIN[a]		3.54%	(4.04%)-10.86%		8.44%	4.56%- 15.74%		___%
2. TOTAL TIME SALES	$ 194,900	100.0%	$ 128,500-$ 275,200	$ 221,500	100.0%	$ 151,600- $ 299,800	_____	100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0	_____	_____
4. National & Regional Advertisers	12,500	6.4%	2,200- 24,300	14,400	6.5%	3,500- 28,200	_____	_____
5. Local Advertisers	182,400	93.6%	115,100- 252,100	207,100	93.5%	136,800- 271,400	_____	_____
6. TOTAL BROADCAST REVENUE[b]	$ 197,600		$ 128,800-$ 274,000	$ 221,100		$ 152,400- $ 300,600	_____	
7. Non Broadcast Revenue	0		0- 1,400	0		0- 1,600	_____	
8. Trade-outs & Barter	1,000		0- 5,400	700		0- 4,700	_____	
9. TOTAL BROADCAST EXPENSE	$ 190,600	100.0%	$ 131,800-$ 262,900	$ 202,400	100.0%	$ 135,700- $ 264,400	_____	100.0%
From:								
10. Technical	10,300	5.4%	5,400- 17,700	12,100	6.0%	5,900- 19,100	_____	_____
11. Program	57,900	30.4%	40,500- 79,400	64,000	31.6%	41,700- 81,300	_____	_____
12. Selling[c]	35,100	18.4%	18,500- 50,400	36,800	18.2%	19,600- 50,600	_____	_____
13. General & Administrative	87,300	45.8%	57,600- 121,100	89,500	44.2%	58,400- 118,300	_____	_____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 98,200	100.0%	$ 62,000-$ 135,000	$ 107,100	100.0%	$ 69,000- $ 142,300	_____	100.0%
From:								
15. Technical	3,800	3.9%	800- 8,800	4,500	4.2%	1,000- 10,900	_____	_____
16. Program	39,100	39.8%	24,500- 53,000	42,200	39.4%	24,700- 55,600	_____	_____
17. Selling	26,100	26.6%	12,900- 38,500	28,100	26.2%	13,700- 40,800	_____	_____
18. General & Administrative	29,200	29.7%	15,600- 40,000	32,300	30.2%	17,200- 43,800	_____	_____
19. Cost of Outside News Service	$ 5,300		$ 3,900-$ 7,500	$ 5,500		$ 4,000- $ 7,700	_____	
20. Music License Fees	$ 4,900		$ 3,100-$ 7,200	$ 5,400		$ 3,500- $ 8,000	_____	
21. Depreciation & Amortization	$ 9,700		$ 5,200-$ 16,700	$ 8,800		$ 5,000- $ 14,800	_____	
22. Interest	$ 3,600		$ 100-$ 10,800	$ 2,500		$ 0- $ 8,400	_____	
23. PROFIT (Before Federal income tax)	$ 7,000		$ (7,400)-$ 24,000	$ 18,700		$ 8,100- $ 36,500	_____	
24. FULLTIME EMPLOYMENT	7		5- 10	7		5- 10	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 12 REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 1 ($5 million & over)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (30)			PROFIT ONLY STATIONS (30)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		27.05%	22.96%-43.02%					____%
2. TOTAL TIME SALES	$ 8,587,300	100.0%	$ 6,605,400-$ 12,118,800				_____	100.0%
From:								
3. Network Compensation	128,800	1.5%	0- 318,300				_____	____
4. National & Regional Advertisers	3,031,300	35.3%	2,372,200- 4,150,100				_____	____
5. Local Advertisers	5,427,200	63.2%	4,039,500- 7,826,900				_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 7,220,500		$ 5,466,600-$ 10,179,100				_____	
7. Non Broadcast Revenue	10,000		1,900- 20,700				_____	
8. Trade-outs & Barter	273,100		121,900- 502,200				_____	
9. TOTAL BROADCAST EXPENSE	$ 5,267,400	100.0%	$ 3,435,900-$ 7,334,300				_____	100.0%
From:								
10. Technical	484,600	9.2%	177,800- 641,300	SAME AS ALL STATIONS			_____	____
11. Program	1,764,600	33.5%	1,033,300- 2,348,900				_____	____
12. Selling[c]	1,369,500	26.0%	868,800- 1,646,900				_____	____
13. General & Administrative	1,648,700	31.3%	918,400- 2,046,800				_____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 1,981,600	100.0%	$ 1,251,500-$ 3,139,100				_____	100.0%
From:								
15. Technical	315,100	15.9%	128,300- 490,800				_____	____
16. Program	911,500	46.0%	507,400- 1,468,900				_____	____
17. Selling	513,200	25.9%	424,200- 681,400				_____	____
18. General & Administrative	241,800	12.2%	190,300- 332,300				_____	____
19. Cost of Outside News Service	$ 61,000		$ 30,800-$ 127,700				_____	
20. Music License Fees	$ 155,700		$ 119,000-$ 232,400				_____	
21. Depreciation & Amortization	$ 121,500		$ 87,500-$ 202,900				_____	
22. Interest	$ 0		$ 0-$ 0				_____	
23. PROFIT (Before Federal income tax)	$ 1,953,100		$ 1,442,500-$ 3,151,000				_____	
24. FULLTIME EMPLOYMENT	58		40- 82				_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 13 REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 2 ($3 million-$5 million)

REVENUE AND EXPENSE ITEMS Line No.	ALL STATIONS (38) Typical Dollar Figures Col. 1	 Typical Percent Figures Col. 2	 Middle 50% Range Col. 3	PROFIT ONLY STATIONS (33) Typical Dollar Figures Col. 4	 Typical Percent Figures Col. 5	 Middle 50% Range Col. 6	YOUR STATION Dollar Figures Col. 7	 Percent Figures Col. 8
1. PROFIT MARGIN[a]		22.35%	5.92%-35.97%		27.79%	13.97%- 36.66%		___%
2. TOTAL TIME SALES	$ 4,180,500	100.0%	$ 3,843,800-$ 4,670,000	$ 4,164,600	100.0%	$ 3,859,000- $ 4,632,000	_____	100.0%
From:								
3. Network Compensation	46,000	1.1%	0- 92,200	41,600	1.0%	0- 85,400	_____	_____
4. National & Regional Advertisers	1,329,400	31.8%	955,500- 1,632,700	1,299,400	31.2%	998,200- 1,591,400	_____	_____
5. Local Advertisers	2,805,100	67.1%	2,541,500- 3,179,100	2,823,600	67.8%	2,491,300- 3,179,100	_____	_____
6. TOTAL BROADCAST REVENUE[b]	$ 3,493,800		$ 3,206,300-$ 3,897,200	$ 3,450,800		$ 3,239,600- $ 3,882,500	_____	
7. Non Broadcast Revenue	2,200		0- 23,000	2,500		0- 29,900	_____	
8. Trade-outs & Barter	168,700		70,100- 321,600	160,700		63,800- 277,000	_____	
9. TOTAL BROADCAST EXPENSE	$ 2,712,900	100.0%	$ 2,363,400-$ 3,233,800	$ 2,491,800	100.0%	$ 2,352,700- $ 3,087,300	_____	100.0%
From:								
10. Technical	157,400	5.8%	107,500- 298,000	152,000	6.1%	97,800- 228,700	_____	_____
11. Program	881,700	32.5%	624,300- 1,170,400	844,700	33.9%	624,300- 1,126,100	_____	_____
12. Selling[c]	846,400	31.2%	549,700- 1,025,400	707,700	28.4%	540,200- 981,500	_____	_____
13. General & Administrative	827,400	30.5%	680,400- 1,151,500	787,400	31.6%	673,900- 1,002,800	_____	_____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 1,039,600	100.0%	$ 954,500-$ 1,365,300	$ 972,300	100.0%	$ 951,700- $ 1,315,100	_____	100.0%
From:								
15. Technical	87,300	8.4%	53,200- 204,100	76,800	7.9%	52,500- 171,500	_____	_____
16. Program	468,900	45.1%	373,700- 582,200	434,600	44.7%	370,700- 556,500	_____	_____
17. Selling	322,300	31.0%	288,500- 428,900	307,300	31.6%	288,500- 427,000	_____	_____
18. General & Administrative	161,100	15.5%	118,300- 202,800	153,600	15.8%	117,300- 203,100	_____	_____
19. Cost of Outside News Service	$ 25,800		$ 14,800-$ 39,700	$ 23,900		$ 13,600- $ 33,800	_____	
20. Music License Fees	$ 92,300		$ 70,200-$ 105,400	$ 92,400		$ 72,500- $ 105,400	_____	
21. Depreciation & Amortization	$ 76,200		$ 51,500-$ 134,700	$ 66,100		$ 48,500- $ 109,600	_____	
22. Interest	$ 0		$ 0-$ 6,200	$ 0		$ 0- $ 3,600	_____	
23. PROFIT (Before Federal income tax)	$ 780,900		$ 212,200-$ 1,375,600	$ 959,000		$ 509,200- $ 1,414,300	_____	
24. FULLTIME EMPLOYMENT	42		35- 46	42		35- 45	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 14 REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 3 ($2 million - $3 million)

REVENUE AND EXPENSE ITEMS Line No.	ALL STATIONS (59) Typical Dollar Figures Col. 1	 Typical Percent Figures Col. 2	 Middle 50% Range Col. 3	PROFIT ONLY STATIONS (50) Typical Dollar Figures Col. 4	 Typical Percent Figures Col. 5	 Middle 50% Range Col. 6	YOUR STATION Dollar Figures Col. 7	 Percent Figures Col. 8
1. PROFIT MARGIN[a]		18.50%	8.95%-30.02%		21.17%	12.99%- 31.86%		____%
2. TOTAL TIME SALES	$ 2,785,300	100.0%	$ 2,506,600-$ 3,064,200	$ 2,823,500	100.0%	$ 2,606,900- $ 3,091,300	_____	100.0%
From:								
3. Network Compensation	19,500	0.7%	0- 60,700	19,800	0.7%	0- 64,500	_____	_____
4. National & Regional Advertisers	696,300	25.0%	545,100- 876,500	705,900	25.0%	547,100- 894,700	_____	_____
5. Local Advertisers	2,069,500	74.3%	1,842,200- 2,221,500	2,097,800	74.3%	1,889,200- 2,242,500	_____	_____
6. TOTAL BROADCAST REVENUE[b]	$ 2,400,700		$ 2,223,500-$ 2,592,300	$ 2,414,800		$ 2,273,200- $ 2,657,600	_____	
7. Non Broadcast Revenue	12,700		300- 35,800	12,000		100- 34,100	_____	
8. Trade-outs & Barter	100,300		54,300- 183,900	87,900		52,400- 158,800	_____	
9. TOTAL BROADCAST EXPENSE	$ 1,956,600	100.0%	$ 1,692,600-$ 2,275,100	$ 1,903,600	100.0%	$ 1,641,700- $ 2,122,100	_____	100.0%
From:								
10. Technical	105,700	5.4%	57,500- 161,000	95,200	5.0%	55,300- 139,800	_____	_____
11. Program	575,200	29.4%	395,400- 682,900	561,600	29.5%	393,500- 675,100	_____	_____
12. Selling[c]	545,900	27.9%	405,500- 608,300	542,500	28.5%	402,700- 595,900	_____	_____
13. General & Administrative	729,800	37.3%	588,900- 929,400	704,300	37.0%	555,200- 813,500	_____	_____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 845,300	100.0%	$ 703,000-$ 936,900	$ 846,900	100.0%	$ 697,600- $ 919,200	_____	100.0%
From:								
15. Technical	43,900	5.2%	29,200- 85,100	43,200	5.1%	26,200- 80,300	_____	_____
16. Program	354,200	41.9%	248,600- 424,400	354,000	41.8%	248,900- 417,000	_____	_____
17. Selling	300,100	35.5%	238,100- 328,700	303,200	35.8%	235,500- 321,400	_____	_____
18. General & Administrative	147,100	17.4%	102,200- 181,500	146,500	17.3%	97,100- 166,000	_____	_____
19. Cost of Outside News Service	$ 14,800		$ 8,100-$ 25,300	$ 14,900		$ 7,900- $ 23,200	_____	
20. Music License Fees	$ 59,100		$ 51,300-$ 65,800	$ 59,900		$ 52,500- $ 65,600	_____	
21. Depreciation & Amortization	$ 89,000		$ 51,200-$ 149,600	$ 69,400		$ 50,000- $ 141,900	_____	
22. Interest	$ 0		$ 0-$ 29,500	$ 0		$ 0- $ 25,900	_____	
23. PROFIT (Before Federal income tax)	$ 444,100		$ 186,700-$ 726,900	$ 511,200		$ 346,400- $ 833,300	_____	
24. FULLTIME EMPLOYMENT	34		26- 40	34		25- 39	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 15 REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 4 ($1 million - $2 million)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (178)			PROFIT ONLY STATIONS (122)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		11.80%	(7.31%)-23.92%		20.52%	10.99%- 28.73%		___%
2. TOTAL TIME SALES	$ 1,524,600	100.0%	$ 1,275,500-$ 1,864,800	$ 1,539,200	100.0%	$ 1,269,400- $ 1,916,300		100.0%
From:								
3. Network Compensation	3,100	0.2%	0- 27,000	1,500	0.1%	0- 16,300		
4. National & Regional Advertisers	349,100	22.9%	219,700- 524,000	367,900	23.9%	212,600- 530,800		
5. Local Advertisers	1,172,400	76.9%	979,700- 1,386,000	1,169,800	76.0%	979,700- 1,400,900		
6. TOTAL BROADCAST REVENUE[b]	$ 1,366,700		$ 1,145,200-$ 1,633,100	$ 1,387,000		$ 1,152,700- $ 1,641,700		
7. Non Broadcast Revenue	3,500		100- 18,400	3,700		0- 18,300		
8. Trade-outs & Barter	51,500		27,600- 113,000	39,700		21,200- 88,700		
9. TOTAL BROADCAST EXPENSE	$ 1,205,400	100.0%	$ 951,500-$ 1,531,000	$ 1,102,400	100.0%	$ 905,700- $ 1,373,400		100.0%
From:								
10. Technical	65,100	5.4%	46,200- 93,500	61,700	5.6%	43,300- 84,900		
11. Program	324,300	26.9%	231,200- 425,500	298,800	27.1%	212,400- 374,200		
12. Selling[c]	317,000	26.3%	247,600- 422,600	305,400	27.7%	221,400- 344,600		
13. General & Administrative	499,000	41.4%	358,200- 677,500	436,500	39.6%	313,900- 519,900		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 504,700	100.0%	$ 420,100-$ 658,100	$ 510,000	100.0%	$ 378,000- $ 602,100		100.0%
From:								
15. Technical	25,700	5.1%	18,900- 41,600	26,000	5.1%	17,500- 39,500		
16. Program	196,800	39.0%	139,700- 277,200	185,600	36.4%	131,900- 241,900		
17. Selling	187,800	37.2%	154,100- 221,900	201,500	39.5%	144,200- 215,900		
18. General & Administrative	94,400	18.7%	67,100- 127,200	96,900	19.0%	62,900- 127,200		
19. Cost of Outside News Service	$ 9,100		$ 5,900-$ 15,900	$ 8,600		$ 5,600- $ 12,900		
20. Music License Fees	$ 33,200		$ 28,500-$ 41,500	$ 34,800		$ 29,600- $ 43,400		
21. Depreciation & Amortization	$ 53,500		$ 34,800-$ 92,200	$ 44,400		$ 32,000- $ 70,600		
22. Interest	$ 600		$ 0-$ 34,400	$ 400		$ 0- $ 20,400		
23. PROFIT (Before Federal income tax)	$ 161,300		$ (101,400)-$ 348,100	$ 284,600		$ 142,300- $ 407,200		
24. FULLTIME EMPLOYMENT	25		21- 30	24		19- 28		

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 16 REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 5 ($500,000 - $1 million)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (330)			PROFIT ONLY STATIONS (230)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		6.13%	(2.78%)-15.51%		11.81%	4.98%- 19.65%		___%
2. TOTAL TIME SALES	$ 715,600	100.0%	$ 610,700-$ 865,700	$ 700,300	100.0%	$ 599,800- $ 867,200	_____	100.0%
From:								
3. Network Compensation	0	0.0%	0- 5,700	0	0.0%	0- 4,000	_____	_____
4. National & Regional Advertisers	105,900	14.8%	52,400- 188,600	100,800	14.4%	48,800- 181,600	_____	_____
5. Local Advertisers	609,700	85.2%	510,400- 700,600	599,500	85.6%	505,800- 701,100	_____	_____
6. TOTAL BROADCAST REVENUE[b]	$ 672,100		$ 586,500-$ 799,100	$ 672,700		$ 578,300- $ 808,400	_____	
7. Non Broadcast Revenue	2,700		0- 12,400	2,900		0- 13,100	_____	
8. Trade-outs & Barter	24,200		7,000- 51,300	17,400		5,700- 42,600	_____	
9. TOTAL BROADCAST EXPENSE	$ 630,900	100.0%	$ 527,800-$ 792,000	$ 593,300	100.0%	$ 492,900- $ 696,500	_____	100.0%
From:								
10. Technical	34,700	5.5%	24,400- 49,500	32,600	5.5%	20,300- 45,700	_____	_____
11. Program	174,700	27.7%	140,200- 220,900	163,200	27.5%	126,300- 198,500	_____	_____
12. Selling[c]	154,600	24.5%	121,900- 194,500	145,900	24.6%	114,000- 177,200	_____	_____
13. General & Administrative	266,900	42.3%	208,700- 342,600	251,600	42.4%	195,700- 295,500	_____	_____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 310,700	100.0%	$ 270,000-$ 373,600	$ 312,400	100.0%	$ 253,100- $ 349,900	_____	100.0%
From:								
15. Technical	15,500	5.0%	10,500- 23,000	15,300	4.9%	9,800- 20,300	_____	_____
16. Program	116,800	37.6%	90,100- 153,300	115,000	36.8%	82,900- 138,800	_____	_____
17. Selling	108,800	35.0%	85,600- 130,000	110,900	35.5%	84,100- 127,100	_____	_____
18. General & Administrative	69,600	22.4%	49,000- 93,100	71,200	22.8%	47,100- 93,100	_____	_____
19. Cost of Outside News Service	$ 6,700		$ 4,700-$ 10,100	$ 6,400		$ 4,400- $ 9,100	_____	
20. Music License Fees	$ 16,900		$ 13,600-$ 21,100	$ 16,800		$ 13,700- $ 20,800	_____	
21. Depreciation & Amortization	$ 26,900		$ 18,100-$ 44,700	$ 23,600		$ 15,300- $ 35,200	_____	
22. Interest	$ 3,500		$ 0-$ 26,000	$ 1,100		$ 0- $ 18,900	_____	
23. PROFIT (Before Federal income tax)	$ 41,200		$ (19,300)-$ 101,900	$ 79,400		$ 34,100- $ 134,600	_____	
24. FULLTIME EMPLOYMENT	18		15- 22	17		14- 21	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 17 REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 6 ($400,000 - $500,000)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (153)			PROFIT ONLY STATIONS (102)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		4.67%	(5.90%)-12.23%		9.84%	4.60%- 16.86%		___%
2. TOTAL TIME SALES	$ 454,700	100.0%	$ 431,900-$ 483,300	$ 448,400	100.0%	$ 427,800- $ 479,200		100.0%
From:								
3. Network Compensation	0	0.0%	0- 800	0	0.0%	0- 600		
4. National & Regional Advertisers	50,000	11.0%	21,500- 76,200	43,500	9.7%	19,000- 71,200		
5. Local Advertisers	404,700	89.0%	376,700- 432,500	404,900	90.3%	377,300- 434,000		
6. TOTAL BROADCAST REVENUE[b]	$ 441,900		$ 418,000-$ 471,900	$ 441,500		$ 415,400- $ 470,000		
7. Non Broadcast Revenue	800		0- 6,700	1,100		0- 6,700		
8. Trade-outs & Barter	10,300		1,600- 25,200	6,100		0- 14,800		
9. TOTAL BROADCAST EXPENSE	$ 421,300	100.0%	$ 378,100-$ 477,000	$ 398,100	100.0%	$ 365,200- $ 427,200		100.0%
From:								
10. Technical	24,000	5.7%	14,800- 33,200	23,100	5.8%	14,300- 29,800		
11. Program	114,200	27.1%	93,700- 137,800	113,400	28.5%	89,500- 131,100		
12. Selling[c]	91,400	21.7%	73,800- 114,300	88,000	22.1%	63,500- 102,700		
13. General & Administrative	191,700	45.5%	150,400- 223,800	173,600	43.6%	141,100- 201,800		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 210,200	100.0%	$ 184,100-$ 244,400	$ 205,100	100.0%	$ 180,200- $ 229,100		100.0%
From:								
15. Technical	9,900	4.7%	5,300- 14,800	9,600	4.7%	4,800- 13,800		
16. Program	76,700	36.5%	60,600- 92,900	74,700	36.4%	56,700- 88,100		
17. Selling	67,900	32.3%	51,400- 85,300	66,200	32.3%	49,500- 78,900		
18. General & Administrative	55,700	26.5%	38,900- 72,300	54,600	26.6%	36,000- 72,100		
19. Cost of Outside News Service	$ 6,500		$ 4,700-$ 9,000	$ 6,600		$ 4,800- $ 9,000		
20. Music License Fees	$ 11,500		$ 10,100-$ 12,900	$ 11,600		$ 10,200- $ 12,700		
21. Depreciation & Amortization	$ 19,000		$ 11,500-$ 28,800	$ 16,000		$ 9,400- $ 22,900		
22. Interest	$ 7,300		$ 0-$ 20,100	$ 5,200		$ 0- $ 16,500		
23. PROFIT (Before Federal income tax)	$ 20,600		$ (24,800)-$ 55,500	$ 43,400		$ 22,200- $ 75,900		
24. FULLTIME EMPLOYMENT	14		12- 16	13		11- 16		

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 18 REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 7 ($300,000 - $400,000)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (231)			PROFIT ONLY STATIONS (143)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		3.15%	(5.98%)-11.26%		8.42%	4.25%- 16.39%		___%
2. TOTAL TIME SALES	$ 355,900	100.0%	$ 330,400-$ 383,200	$ 355,900	100.0%	$ 328,300- $ 382,700		100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0		
4. National & Regional Advertisers	34,900	9.8%	14,000- 66,100	32,400	9.1%	10,500- 63,100		
5. Local Advertisers	321,000	90.2%	285,900- 341,700	323,500	90.9%	282,800- 341,600		
6. TOTAL BROADCAST REVENUE[b]	$ 347,100		$ 327,700-$ 374,100	$ 344,200		$ 322,400- $ 374,200		
7. Non Broadcast Revenue	1,300		0- 5,700	800		0- 4,600		
8. Trade-outs & Barter	7,500		200- 18,900	3,700		0- 10,400		
9. TOTAL BROADCAST EXPENSE	$ 336,200	100.0%	$ 305,400-$ 382,200	$ 315,200	100.0%	$ 284,100- $ 337,300		100.0%
From:								
10. Technical	17,800	5.3%	10,400- 30,900	17,000	5.4%	9,800- 25,300		
11. Program	96,200	28.6%	78,000- 112,400	92,300	29.3%	73,300- 105,700		
12. Selling[c]	69,900	20.8%	57,000- 88,400	65,600	20.8%	49,500- 78,300		
13. General & Administrative	152,300	45.3%	122,500- 192,800	140,300	44.5%	109,800- 155,500		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 170,100	100.0%	$ 146,900-$ 194,700	$ 164,900	100.0%	$ 135,700- $ 181,500		100.0%
From:								
15. Technical	7,100	4.2%	2,600- 14,700	6,300	3.8%	1,900- 13,000		
16. Program	64,500	37.9%	50,000- 78,700	61,800	37.5%	45,900- 71,000		
17. Selling	52,600	30.9%	38,800- 61,200	52,400	31.8%	38,600- 58,600		
18. General & Administrative	45,900	27.0%	33,300- 59,300	44,400	26.9%	31,800- 55,900		
19. Cost of Outside News Service	$ 6,000		$ 4,600-$ 8,900	$ 6,100		$ 4,700- $ 8,800		
20. Music License Fees	$ 9,100		$ 7,800-$ 10,200	$ 9,300		$ 8,200- $ 10,400		
21. Depreciation & Amortization	$ 15,100		$ 9,400-$ 30,900	$ 13,800		$ 8,300- $ 21,900		
22. Interest	$ 4,100		$ 0-$ 16,900	$ 3,900		$ 0- $ 13,000		
23. PROFIT (Before Federal income tax)	$ 10,900		$ (21,200)-$ 39,300	$ 29,000		$ 14,500- $ 58,200		
24. FULLTIME EMPLOYMENT	12		10- 14	11		9- 13		

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 19 REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 8 ($200,000 - $300,000)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (291)			PROFIT ONLY STATIONS (170)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		3.03%	(12.84%)-11.12%		9.83%	4.81%- 15.68%		___%
2. TOTAL TIME SALES	$ 251,100	100.0%	$ 226,000-$ 273,100	$ 249,500	100.0%	$ 226,500- $ 273,700	___	100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0	___	___
4. National & Regional Advertisers	23,400	9.3%	9,400- 42,900	22,000	8.8%	8,000- 40,700	___	___
5. Local Advertisers	227,700	90.7%	200,200- 246,200	227,500	91.2%	202,000- 247,400	___	___
6. TOTAL BROADCAST REVENUE[b]	$ 245,300		$ 222,700-$ 269,800	$ 245,900		$ 221,600- $ 271,400	___	
7. Non Broadcast Revenue	0		0- 3,200	0		0- 2,400	___	
8. Trade-outs & Barter	4,400		0- 12,800	1,700		0- 6,100	___	
9. TOTAL BROADCAST EXPENSE	$ 237,900	100.0%	$ 214,200-$ 283,200	$ 221,700	100.0%	$ 201,600- $ 242,600	___	100.0%
From:								
10. Technical	13,600	5.7%	8,400- 20,000	13,500	6.1%	8,200- 18,500	___	___
11. Program	71,100	29.9%	58,600- 88,400	68,300	30.8%	53,200- 80,000	___	___
12. Selling[c]	45,700	19.2%	35,400- 61,300	41,900	18.9%	30,600- 49,100	___	___
13. General & Administrative	107,500	45.2%	87,700- 134,300	98,000	44.2%	77,600- 114,000	___	___
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 119,700	100.0%	$ 105,400-$ 142,700	$ 118,500	100.0%	$ 99,400- $ 134,200	___	100.0%
From:								
15. Technical	5,300	4.4%	1,900- 9,700	5,800	4.9%	1,000- 10,100	___	___
16. Program	47,500	39.7%	36,100- 61,100	45,600	38.5%	32,500- 56,600	___	___
17. Selling	34,700	29.0%	26,400- 45,900	33,000	27.8%	22,900- 39,200	___	___
18. General & Administrative	32,200	26.9%	23,000- 43,900	34,100	28.8%	21,900- 44,000	___	___
19. Cost of Outside News Service	$ 5,500		$ 3,800-$ 7,600	$ 5,600		$ 3,800- $ 7,700	___	
20. Music License Fees	$ 6,200		$ 5,000-$ 7,400	$ 6,300		$ 5,100- $ 7,300	___	
21. Depreciation & Amortization	$ 11,600		$ 6,600-$ 18,900	$ 9,800		$ 6,000- $ 13,800	___	
22. Interest	$ 3,900		$ 0-$ 15,400	$ 2,300		$ 0- $ 7,800	___	
23. PROFIT (Before Federal income tax)	$ 7,400		$ (31,000)-$ 27,800	$ 24,200		$ 12,700- $ 39,500	___	
24. FULLTIME EMPLOYMENT	9		7- 11	8		6- 10	___	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 20 REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 9 ($150,000 - $200,000)

REVENUE AND EXPENSE ITEMS Line No.	ALL STATIONS (143) Typical Dollar Figures Col. 1	 Typical Percent Figures Col. 2	 Middle 50% Range Col. 3	PROFIT ONLY STATIONS (64) Typical Dollar Figures Col. 4	 Typical Percent Figures Col. 5	 Middle 50% Range Col. 6	YOUR STATION Dollar Figures Col. 7	 Percent Figures Col. 8
1. PROFIT MARGIN[a]		(1.54%)	(13.31%)-6.35%		7.36%	4.48%- 13.93%		___%
2. TOTAL TIME SALES	$ 169,600	100.0%	$ 158,400-$ 186,500	$ 168,700	100.0%	$ 159,600- $ 184,900	_____	100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0	_____	____
4. National & Regional Advertisers	10,900	6.4%	3,000- 25,200	10,000	5.9%	2,700- 24,200	_____	____
5. Local Advertisers	158,700	93.6%	142,200- 168,000	158,700	94.1%	144,400- 168,900	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 168,000		$ 159,700-$ 184,600	$ 167,300		$ 159,700- $ 184,400	_____	
7. Non Broadcast Revenue	0		0- 1,500	0		0- 600	_____	
8. Trade-outs & Barter	3,000		0- 9,700	1,500		0- 5,400	_____	
9. TOTAL BROADCAST EXPENSE	$ 170,600	100.0%	$ 157,000-$ 203,200	$ 155,000	100.0%	$ 143,700- $ 166,600	_____	100.0%
From:								
10. Technical	10,100	5.9%	5,500- 17,800	8,200	5.3%	4,200- 13,700	_____	____
11. Program	51,300	30.1%	43,000- 62,900	49,600	32.0%	42,100- 53,400	_____	____
12. Selling[c]	32,100	18.8%	23,800- 42,300	28,700	18.5%	20,800- 37,100	_____	____
13. General & Administrative	77,100	45.2%	64,600- 97,500	68,500	44.2%	58,500- 78,700	_____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 87,500	100.0%	$ 76,600-$ 106,200	$ 82,400	100.0%	$ 74,700- $ 94,900	_____	100.0%
From:								
15. Technical	4,200	4.8%	800- 9,000	3,400	4.1%	500- 6,900	_____	____
16. Program	34,700	39.7%	26,400- 45,100	32,100	39.0%	25,700- 39,100	_____	____
17. Selling	23,900	27.3%	16,200- 31,800	22,000	26.7%	14,800- 28,000	_____	____
18. General & Administrative	24,700	28.2%	15,800- 32,800	24,900	30.2%	16,500- 32,800	_____	____
19. Cost of Outside News Service	$ 4,900		$ 3,200-$ 6,800	$ 4,900		$ 3,800- $ 5,800	_____	
20. Music License Fees	$ 4,600		$ 3,800-$ 5,500	$ 4,600		$ 4,000- $ 5,200	_____	
21. Depreciation & Amortization	$ 7,500		$ 4,500-$ 14,100	$ 5,600		$ 3,500- $ 8,000	_____	
22. Interest	$ 2,000		$ 0-$ 10,300	$ 1,200		$ 0- $ 6,000	_____	
23. PROFIT (Before Federal income tax)	$ (2,600)		$ (23,800)-$ 11,500	$ 12,300		$ 7,000- $ 24,100	_____	
24. FULLTIME EMPLOYMENT	7		6- 8	7		5- 8	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

NATIONAL ASSOCIATION OF BROADCASTERS

TABLE 21 REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 10 ($100,000 - $150,000)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (135)			PROFIT ONLY STATIONS (62)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		(1.51%)	(25.39%)-7.53%		8.05%	2.51%- 16.86%		___%
2. TOTAL TIME SALES	$ 127,400	100.0%	$ 111,200-$ 138,500	$ 127,300	100.0%	$ 111,100- $ 138,400		100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0		
4. National & Regional Advertisers	8,200	6.4%	100- 16,900	8,500	6.7%	2,200- 15,500		
5. Local Advertisers	119,200	93.6%	100,600- 127,300	118,800	93.3%	100,000- 127,700		
6. TOTAL BROADCAST REVENUE[b]	$ 125,900		$ 111,100-$ 137,400	$ 124,900		$ 110,600- $ 137,800		
7. Non Broadcast Revenue	0		0- 600	0		0- 400		
8. Trade-outs & Barter	1,700		0- 6,300	1,300		0- 3,800		
9. TOTAL BROADCAST EXPENSE	$ 127,800	100.0%	$ 110,500-$ 161,300	$ 114,800	100.0%	$ 94,600- $ 125,900		100.0%
From:								
10. Technical	7,700	6.0%	4,800- 13,100	8,300	7.2%	5,000- 12,900		
11. Program	41,000	32.1%	32,700- 51,700	37,500	32.7%	25,400- 43,100		
12. Selling[c]	22,100	17.3%	12,900- 30,500	18,900	16.5%	9,900- 24,000		
13. General & Administrative	57,000	44.6%	43,300- 85,000	50,100	43.6%	34,200- 55,200		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 63,700	100.0%	$ 51,600-$ 79,500	$ 54,900	100.0%	$ 45,100- $ 64,800		100.0%
From:								
15. Technical	3,000	4.7%	200- 5,200	2,700	5.0%	0- 5,100		
16. Program	26,600	41.8%	19,500- 35,700	23,400	42.6%	13,300- 30,700		
17. Selling	16,400	25.8%	8,200- 22,200	12,400	22.5%	5,200- 18,200		
18. General & Administrative	17,700	27.7%	10,800- 25,400	16,400	29.9%	8,100- 22,500		
19. Cost of Outside News Service	$ 4,900		$ 2,400-$ 7,600	$ 4,300		$ 2,300- $ 6,300		
20. Music License Fees	$ 3,200		$ 2,500-$ 4,000	$ 3,300		$ 2,700- $ 3,800		
21. Depreciation & Amortization	$ 6,900		$ 3,800-$ 13,600	$ 4,500		$ 2,300- $ 6,900		
22. Interest	$ 2,600		$ 0-$ 9,100	$ 800		$ 0- $ 3,500		
23. PROFIT (Before Federal income tax)	$ (1,900)		$ (33,700)-$ 9,000	$ 10,100		$ 2,800- $ 18,900		
24. FULLTIME EMPLOYMENT	5		4- 7	4		3- 5		

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 22 REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 11 (Under $100,000)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (84)			PROFIT ONLY STATIONS (22)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		(11.17%)	(45.27%)-0.61%		7.09%	4.09%- 23.05%		%
2. TOTAL TIME SALES	$ 77,900	100.0%	$ 59,400-$ 89,200	$ 80,100	100.0%	$ 59,900- $ 90,600		100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0		
4. National & Regional Advertisers	5,200	6.7%	0- 13,800	3,900	4.9%	0- 9,400		
5. Local Advertisers	72,700	93.3%	50,400- 80,900	76,200	95.1%	57,500- 84,000		
6. TOTAL BROADCAST REVENUE[b]	$ 77,300		$ 58,200-$ 88,700	$ 80,100		$ 59,800- $ 89,600		
7. Non Broadcast Revenue	0		0- 300	0		0- 0		
8. Trade-outs & Barter	1,000		0- 3,100	100		0- 1,400		
9. TOTAL BROADCAST EXPENSE	$ 85,900	100.0%	$ 60,000-$ 111,600	$ 74,400	100.0%	$ 50,500- $ 80,200		100.0%
From:								
10. Technical	4,600	5.3%	3,100- 9,000	5,300	7.1%	2,600- 9,900		
11. Program	27,200	31.7%	18,300- 35,700	29,500	39.7%	8,500- 30,600		
12. Selling[c]	11,800	13.7%	5,800- 19,300	12,200	16.4%	5,500- 15,400		
13. General & Administrative	42,300	49.3%	24,000- 57,000	27,400	36.8%	15,600- 35,900		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 43,900	100.0%	$ 31,400-$ 54,100	$ 42,900	100.0%	$ 21,400- $ 44,000		100.0%
From:								
15. Technical	1,900	4.2%	0- 3,400	3,600	8.3%	1,200- 6,200		
16. Program	19,500	44.5%	7,100- 24,500	20,100	46.9%	1,900- 23,700		
17. Selling	9,800	22.4%	4,000- 13,400	8,000	18.6%	1,200- 10,900		
18. General & Administrative	12,700	28.9%	6,000- 17,900	11,200	26.2%	3,500- 14,800		
19. Cost of Outside News Service	$ 3,100		$ 1,100-$ 4,800	$ 3,900		$ 1,200- $ 5,200		
20. Music License Fees	$ 1,900		$ 1,200-$ 2,400	$ 2,200		$ 1,100- $ 2,600		
21. Depreciation & Amortization	$ 6,000		$ 2,100-$ 12,000	$ 5,100		$ 1,400- $ 6,900		
22. Interest	$ 1,000		$ 0-$ 6,600	$ 200		$ 0- $ 1,400		
23. PROFIT (Before Federal income tax)	$ (8,600)		$ (29,200)-$ 600	$ 5,700		$ 1,700- $ 18,200		
24. FULLTIME EMPLOYMENT	3		2- 4	3		2- 4		

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 23 **FULLTIME AM STATIONS, NATIONWIDE**

REVENUE AND EXPENSE ITEMS	ALL STATIONS (583)			PROFIT ONLY STATIONS (369)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		5.42%	(10.06%)-16.43%		12.74%	6.35%- 22.07%		___%
2. TOTAL TIME SALES	$ 483,700	100.0%	$ 276,200-$ 1,011,600	$ 586,600	100.0%	$ 320,400- $ 1,481,800		100.0%
From:								
3. Network Compensation	0	0.0%	0- 8,800	0	0.0%	0- 10,600		
4. National & Regional Advertisers	60,900	12.6%	22,100- 211,200	72,700	12.4%	23,000- 377,700		
5. Local Advertisers	422,800	87.4%	233,900- 795,000	513,900	87.6%	277,600- 1,097,000		
6. TOTAL BROADCAST REVENUE[b]	$ 474,500		$ 273,900-$ 937,500	$ 556,800		$ 317,500- $ 1,311,200		
7. Non Broadcast Revenue	1,500		0- 8,900	1,700		0- 11,300		
8. Trade-outs & Barter	18,200		3,900- 52,300	15,100		3,100- 57,800		
9. TOTAL BROADCAST EXPENSE	$ 448,800	100.0%	$ 284,300-$ 927,500	$ 485,900	100.0%	$ 278,700- $ 1,002,000		100.0%
From:								
10. Technical	24,700	5.5%	12,300- 52,800	26,200	5.4%	13,400- 60,000		
11. Program	124,300	27.7%	82,900- 286,500	145,300	29.9%	83,500- 330,500		
12. Selling[c]	104,100	23.2%	53,900- 210,000	115,700	23.8%	52,400- 276,200		
13. General & Administrative	195,700	43.6%	121,600- 377,400	198,700	40.9%	118,300- 408,700		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 213,500	100.0%	$ 139,400-$ 412,800	$ 261,600	100.0%	$ 147,100- $ 493,300		100.0%
From:								
15. Technical	10,900	5.1%	4,100- 26,400	13,600	5.2%	4,800- 32,600		
16. Program	83,100	38.9%	55,800- 176,600	99,100	37.9%	56,300- 207,100		
17. Selling	68,500	32.1%	38,800- 137,500	88,200	33.7%	41,600- 178,600		
18. General & Administrative	51,000	23.9%	34,900- 90,300	60,700	23.2%	37,900- 102,700		
19. Cost of Outside News Service	$ 7,000		$ 4,900-$ 11,900	$ 7,600		$ 5,100- $ 13,000		
20. Music License Fees	$ 11,700		$ 6,700-$ 22,400	$ 13,300		$ 7,600- $ 29,000		
21. Depreciation & Amortization	$ 22,700		$ 10,500-$ 48,300	$ 20,500		$ 9,500- $ 42,800		
22. Interest	$ 2,300		$ 0-$ 17,400	$ 800		$ 0- $ 10,800		
23. PROFIT (Before Federal income tax)	$ 25,700		$ (32,700)-$ 89,700	$ 70,900		$ 22,400- $ 232,200		
24. FULLTIME EMPLOYMENT	16		10- 23	17		11- 26		

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 24 FULLTIME AM REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 1 (2.5 million population & over) LARGE STATIONS (total revenue of $1 million or more)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (34)			PROFIT ONLY STATIONS (29)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		22.74%	5.69%-36.24%		26.16%	16.69%- 37.85%		___%
2. TOTAL TIME SALES	$ 6,367,200	100.0%	$ 3,703,400-$ 11,625,700	$ 6,722,400	100.0%	$ 3,895,000- $12,118,800	_____	100.0%
From:								
3. Network Compensation	133,700	2.1%	0- 223,700	114,300	1.7%	0- 223,700	_____	____
4. National & Regional Advertisers	2,241,300	35.2%	1,003,500- 3,855,600	2,635,200	39.2%	1,202,900- 3,933,300	_____	____
5. Local Advertisers	3,992,200	62.7%	2,541,500- 7,791,000	3,972,900	59.1%	2,628,900- 7,826,900	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 5,336,100		$ 3,148,000-$ 9,892,800	$ 5,763,200		$ 3,327,600- $10,179,100	_____	
7. Non Broadcast Revenue	1,600		0- 19,300	4,900		0- 21,100	_____	
8. Trade-outs & Barter	222,300		82,800- 407,500	217,700		53,900- 407,500	_____	
9. TOTAL BROADCAST EXPENSE	$ 4,122,700	100.0%	$ 2,756,400-$ 7,262,700	$ 4,255,500	100.0%	$ 2,659,500- $ 7,334,300	_____	100.0%
From:								
10. Technical	329,800	8.0%	158,200- 613,300	323,400	7.6%	139,200- 638,400	_____	____
11. Program	1,434,700	34.8%	772,000- 2,211,100	1,417,100	33.3%	746,800- 2,316,000	_____	____
12. Selling[c]	1,018,300	24.7%	599,900- 1,582,100	1,114,900	26.2%	587,400- 1,611,200	_____	____
13. General & Administrative	1,339,900	32.5%	813,100- 1,989,900	1,400,100	32.9%	813,100- 2,046,800	_____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 1,650,700	100.0%	$ 1,135,700-$ 2,943,000	$ 1,520,100	100.0%	$ 1,086,300- $ 3,139,100	_____	100.0%
From:								
15. Technical	247,600	15.0%	85,700- 469,100	221,900	14.6%	85,700- 480,000	_____	____
16. Program	789,000	47.8%	453,500- 1,381,100	711,400	46.8%	424,500- 1,468,900	_____	____
17. Selling	414,300	25.1%	281,100- 627,500	399,800	26.3%	279,600- 681,400	_____	____
18. General & Administrative	199,800	12.1%	168,000- 323,300	187,000	12.3%	168,000- 332,600	_____	____
19. Cost of Outside News Service	$ 59,100		$ 31,800-$ 111,300	$ 50,300		$ 29,000- $ 115,100	_____	
20. Music License Fees	$ 79,100		$ 27,500-$ 195,000	$ 103,000		$ 39,000- $ 213,100	_____	
21. Depreciation & Amortization	$ 124,800		$ 59,200-$ 202,900	$ 116,000		$ 59,200- $ 202,900	_____	
22. Interest	$ 0		$ 0-$ 500	$ 0		$ 0- $ 500	_____	
23. PROFIT (Before Federal income tax)	$ 1,213,400		$ 305,300-$ 2,712,000	$ 1,507,700		$ 426,600- $ 2,772,000	_____	
24. FULLTIME EMPLOYMENT	55		42- 79	53		40- 82	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 25 FULLTIME AM REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 1 (2.5 million population & over) SMALL STATIONS (total revenue of less than $1 million

REVENUE AND EXPENSE ITEMS	ALL STATIONS (10)			PROFIT ONLY STATIONS (5)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		(0.67%)	(13.80%)-12.10%					___%
2. TOTAL TIME SALES	$ 556,800	100.0%	$ 374,800-$ 764,000				_____	100.0%
From:								
3. Network Compensation	4,500	0.8%	0- 21,000				_____	____
4. National & Regional Advertisers	10,000	1.8%	0- 166,200				_____	____
5. Local Advertisers	542,300	97.4%	337,700- 645,700				_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 514,400		$ 391,100-$ 710,800				_____	
7. Non Broadcast Revenue	0		0- 29,400				_____	
8. Trade-outs & Barter	15,900		10,000- 64,400				_____	
9. TOTAL BROADCAST EXPENSE	$ 517,800	100.0%	$ 339,700-$ 842,400				_____	100.0%
From:								
10. Technical	31,000	6.0%	15,400- 67,700				_____	____
11. Program	121,700	23.5%	76,700- 186,200				_____	____
12. Selling[c]	109,800	21.2%	57,500- 152,800				_____	____
13. General & Administrative	255,300	49.3%	128,300- 458,800				_____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 261,300	100.0%	$ 187,400-$ 354,300				_____	100.0%
From:								
15. Technical	13,900	5.3%	2,700- 28,500				_____	____
16. Program	98,200	37.6%	50,500- 152,600				_____	____
17. Selling	82,000	31.4%	47,200- 105,500				_____	____
18. General & Administrative	67,200	25.7%	25,500- 134,400				_____	____
19. Cost of Outside News Service	$ 8,000		$ 1,100-$ 11,300				_____	
20. Music License Fees	$ 12,200		$ 4,900-$ 18,600				_____	
21. Depreciation & Amortization	$ 12,300		$ 7,000-$ 22,600				_____	
22. Interest	$ 300		$ 0-$ 3,300				_____	
23. PROFIT (Before Federal income tax)	$ (3,400)		$ (85,100)-$ 51,400				_____	
24. FULLTIME EMPLOYMENT	12		11- 19				_____	

SAMPLE INSUFFICIENT TO BE MEANINGFUL

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 26 FULLTIME AM REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 2 (1 - 2.5 million population)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (65)			PROFIT ONLY STATIONS (45)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		13.73%	(15.36%)-28.36%		21.15%	10.99%- 34.23%		___%
2. TOTAL TIME SALES	$ 2,304,400	100.0%	$ 780,400-$ 3,993,300	$ 3,368,100	100.0%	$ 1,979,200- $ 4,426,700	_____	100.0%
From:								
3. Network Compensation	46,100	2.0%	0- 75,500	64,000	1.9%	0- 85,400	_____	____
4. National & Regional Advertisers	649,800	28.2%	111,900- 1,299,000	993,600	29.5%	474,800- 1,469,300	_____	____
5. Local Advertisers	1,608,500	69.8%	581,700- 2,657,700	2,310,500	68.6%	1,326,500- 3,057,800	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 1,969,800		$ 725,200-$ 3,368,200	$ 2,892,600		$ 1,692,100- $ 3,712,300	_____	
7. Non Broadcast Revenue	2,500		0- 14,500	3,600		300- 16,900	_____	
8. Trade-outs & Barter	90,400		38,400- 180,700	106,700		41,300- 199,100	_____	
9. TOTAL BROADCAST EXPENSE	$ 1,699,300	100.0%	$ 1,008,300-$ 2,479,500	$ 2,280,800	100.0%	$ 1,388,500- $ 2,604,900	_____	100.0%
From:								
10. Technical	73,100	4.3%	40,900- 124,000	93,500	4.1%	46,000- 171,000	_____	____
11. Program	584,600	34.4%	338,700- 883,800	761,800	33.4%	444,000- 1,006,400	_____	____
12. Selling[c]	411,200	24.2%	206,000- 646,500	615,800	27.0%	302,800- 724,100	_____	____
13. General & Administrative	630,400	37.1%	378,400- 751,300	809,700	35.5%	401,400- 807,400	_____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 729,300	100.0%	$ 325,800-$ 992,500	$ 921,200	100.0%	$ 609,600- $ 1,070,400	_____	100.0%
From:								
15. Technical	32,100	4.4%	17,500- 63,700	46,100	5.0%	22,700- 100,300	_____	____
16. Program	373,400	51.2%	151,800- 479,100	426,500	46.3%	262,300- 527,400	_____	____
17. Selling	226,100	31.0%	104,400- 305,300	315,000	34.2%	188,800- 337,500	_____	____
18. General & Administrative	97,700	13.4%	66,500- 142,700	133,600	14.5%	79,100- 175,200	_____	____
19. Cost of Outside News Service	$ 14,100		$ 7,000-$ 28,200	$ 16,300		$ 9,800- $ 30,300	_____	
20. Music License Fees	$ 28,100		$ 10,700-$ 89,000	$ 59,400		$ 12,900- $ 94,200	_____	
21. Depreciation & Amortization	$ 67,600		$ 39,700-$ 123,200	$ 69,100		$ 38,400- $ 118,100	_____	
22. Interest	$ 100		$ 0-$ 35,700	$ 0		$ 0- $ 6,000	_____	
23. PROFIT (Before Federal income tax)	$ 270,500		$ (105,300)-$ 904,900	$ 611,800		$ 112,300- $ 1,317,200	_____	
24. FULLTIME EMPLOYMENT	33		21- 42	36		30- 45	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 27 FULLTIME AM REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 3 (500,000 - 1 million population)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (72)			PROFIT ONLY STATIONS (35)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		(1.52%)	(25.20%)-12.15%		12.25%	3.59%- 23.19%		___%
2. TOTAL TIME SALES	$ 780,500	100.0%	$ 365,800-$ 1,635,800	$ 1,408,400	100.0%	$ 568,200- $ 2,891,000	_____	100.0%
From:								
3. Network Compensation	8,600	1.1%	0- 26,100	11,300	0.8%	0- 27,000	_____	____
4. National & Regional Advertisers	113,900	14.6%	42,500- 427,100	322,500	22.9%	52,900- 652,100	_____	____
5. Local Advertisers	658,000	84.3%	290,800- 1,208,600	1,074,600	76.3%	517,500- 1,878,900	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 715,800		$ 351,400-$ 1,445,600	$ 1,235,100		$ 548,800- $ 2,480,000	_____	
7. Non Broadcast Revenue	4,300		0- 21,300	8,300		200- 27,100	_____	
8. Trade-outs & Barter	41,600		20,700- 74,200	33,100		13,600- 92,000	_____	
9. TOTAL BROADCAST EXPENSE	$ 726,700	100.0%	$ 491,900-$ 1,424,100	$ 1,083,800	100.0%	$ 537,200- $ 1,736,800	_____	100.0%
From:								
10. Technical	38,500	5.3%	21,800- 85,700	52,000	4.8%	20,600- 116,900	_____	____
11. Program	223,100	30.7%	113,300- 434,000	340,300	31.4%	169,100- 542,100	_____	____
12. Selling[c]	162,100	22.3%	95,200- 330,100	275,300	25.4%	109,500- 434,900	_____	____
13. General & Administrative	303,000	41.7%	204,900- 528,100	416,200	38.4%	200,300- 588,900	_____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 301,600	100.0%	$ 197,700-$ 602,100	$ 543,300	100.0%	$ 310,600- $ 786,900	_____	100.0%
From:								
15. Technical	14,800	4.9%	8,000- 40,400	33,100	6.1%	6,100- 73,500	_____	____
16. Program	132,700	44.0%	73,200- 284,200	221,100	40.7%	119,500- 310,400	_____	____
17. Selling	95,000	31.5%	51,600- 192,400	200,500	36.9%	77,500- 240,000	_____	____
18. General & Administrative	59,100	19.6%	47,400- 94,900	88,600	16.3%	50,400- 126,600	_____	____
19. Cost of Outside News Service	$ 9,000		$ 5,100-$ 15,300	$ 11,400		$ 7,000- $ 15,400	_____	
20. Music License Fees	$ 17,100		$ 9,000-$ 35,200	$ 30,500		$ 11,000- $ 55,200	_____	
21. Depreciation & Amortization	$ 35,500		$ 19,500-$ 60,400	$ 33,200		$ 11,800- $ 55,500	_____	
22. Interest	$ 3,100		$ 0-$ 24,800	$ 1,400		$ 0- $ 12,300	_____	
23. PROFIT (Before Federal income tax)	$ (10,900)		$ (138,800)-$ 160,100	$ 151,300		$ 21,600- $ 360,800	_____	
24. FULLTIME EMPLOYMENT	23		16- 30	26		19- 33	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 28 FULLTIME AM REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 4 (250,000 - 500,000 population)

REVENUE AND EXPENSE ITEMS / Line No.	ALL STATIONS (87) Typical Dollar Figures Col. 1	ALL STATIONS (87) Typical Percent Figures Col. 2	ALL STATIONS (87) Middle 50% Range Col. 3	PROFIT ONLY STATIONS (50) Typical Dollar Figures Col. 4	PROFIT ONLY STATIONS (50) Typical Percent Figures Col. 5	PROFIT ONLY STATIONS (50) Middle 50% Range Col. 6	YOUR STATION Dollar Figures Col. 7	YOUR STATION Percent Figures Col. 8
1. PROFIT MARGIN[a]		2.33%	(34.17%)-15.14%		12.73%	4.01%- 22.15%		___%
2. TOTAL TIME SALES	$ 693,100	100.0%	$ 372,000-$ 1,011,600	$ 878,600	100.0%	$ 629,500- $ 1,175,600	_____	100.0%
From:								
3. Network Compensation	2,800	0.4%	0- 9,100	3,500	0.4%	0- 9,400	_____	_____
4. National & Regional Advertisers	110,200	15.9%	37,700- 211,200	168,700	19.2%	63,700- 277,400	_____	_____
5. Local Advertisers	580,100	83.7%	279,200- 795,100	706,400	80.4%	406,400- 865,000	_____	_____
6. TOTAL BROADCAST REVENUE[b]	$ 646,200		$ 351,000-$ 915,100	$ 789,100		$ 592,400- $ 1,033,800	_____	
7. Non Broadcast Revenue	1,400		0- 13,100	3,100		0- 13,900	_____	
8. Trade-outs & Barter	30,600		9,200- 52,200	29,000		7,400- 50,300	_____	
9. TOTAL BROADCAST EXPENSE	$ 631,100	100.0%	$ 461,000-$ 859,200	$ 688,600	100.0%	$ 516,200- $ 896,700	_____	100.0%
From:								
10. Technical	32,800	5.2%	18,000- 54,400	33,800	4.9%	17,600- 57,400	_____	_____
11. Program	179,200	28.4%	111,400- 268,100	204,500	29.7%	128,800- 284,700	_____	_____
12. Selling[c]	147,700	23.4%	95,400- 209,200	173,500	25.2%	109,400- 213,500	_____	_____
13. General & Administrative	271,400	43.0%	176,900- 341,800	276,800	40.2%	190,100- 347,300	_____	_____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 314,400	100.0%	$ 187,900-$ 391,400	$ 354,400	100.0%	$ 277,700- $ 420,100	_____	100.0%
From:								
15. Technical	17,000	5.4%	9,300- 23,100	18,400	5.2%	9,700- 25,000	_____	_____
16. Program	127,900	40.7%	77,700- 175,200	137,500	38.8%	82,500- 174,400	_____	_____
17. Selling	104,100	33.1%	56,800- 130,600	124,800	35.2%	86,400- 143,900	_____	_____
18. General & Administrative	65,400	20.8%	37,800- 88,600	73,700	20.8%	44,600- 100,600	_____	_____
19. Cost of Outside News Service	$ 7,100		$ 5,100-$ 11,400	$ 6,400		$ 4,800- $ 11,100	_____	
20. Music License Fees	$ 15,300		$ 8,900-$ 24,000	$ 20,800		$ 13,300- $ 27,700	_____	
21. Depreciation & Amortization	$ 26,400		$ 13,100-$ 51,200	$ 24,900		$ 11,600- $ 43,500	_____	
22. Interest	$ 1,900		$ 0-$ 29,900	$ 400		$ 0- $ 10,100	_____	
23. PROFIT (Before Federal income tax)	$ 15,100		$ (116,800)-$ 116,400	$ 100,500		$ 24,200- $ 217,800	_____	
24. FULLTIME EMPLOYMENT	18		14- 22	20		16- 23	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 29 FULLTIME AM REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 5 (100,000 - 250,000 population)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (85)			PROFIT ONLY STATIONS (52)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		4.22%	(11.79%)-12.04%		10.77%	5.95%- 14.73%		___%
2. TOTAL TIME SALES	$ 557,400	100.0%	$ 319,600-$ 711,800	$ 614,000	100.0%	$ 438.100- $ 830,200	_____	100.0%
From:								
3. Network Compensation	1,100	0.2%	0- 3,400	1,800	0.3%	0- 4,200	_____	_____
4. National & Regional Advertisers	76,400	13.7%	41,900- 117,700	83,500	13.6%	53,400- 148,900	_____	_____
5. Local Advertisers	479,900	86.1%	263,200- 613,200	528,700	86.1%	339,600- 671,900	_____	_____
6. TOTAL BROADCAST REVENUE[b]	$ 518,200		$ 312,800-$ 687,700	$ 592,400		$ 408,000- $ 778,500	_____	
7. Non Broadcast Revenue	2,800		0- 8,600	2,500		0- 8,800	_____	
8. Trade-outs & Barter	22,300		7,800- 42,800	21,900		6,700- 44,000	_____	
9. TOTAL BROADCAST EXPENSE	$ 496,300	100.0%	$ 313,600-$ 667,000	$ 528,600	100.0%	$ 387,700- $ 675,500	_____	100.0%
From:								
10. Technical	28,300	5.7%	16,400- 40,700	29,600	5.6%	17,800- 41,700	_____	_____
11. Program	149,400	30.1%	96,600- 194,400	160,200	30.3%	112,100 205,500	_____	_____
12. Selling[c]	118,600	23.9%	63,600- 162,300	136,400	25.8%	77,400- 174,000	_____	_____
13. General & Administrative	200,000	40.3%	135,400- 275,100	202,400	38.3%	145,300- 274,300	_____	_____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 249,300	100.0%	$ 159,900-$ 322,000	$ 272,800	100.0%	$ 198,700- $ 342,300	_____	100.0%
From:								
15. Technical	13,700	5.5%	5,700- 18,600	15,000	5.5%	5,900- 26,200	_____	_____
16. Program	99,200	39.8%	68,000- 142,200	110,200	40.4%	72,500- 152,100	_____	_____
17. Selling	77,500	31.1%	45,000- 113,200	90,300	33.1%	54,400- 122,700	_____	_____
18. General & Administrative	58,900	23.6%	34,800- 76,700	57,300	21.0%	36,500- 72,400	_____	_____
19. Cost of Outside News Service	$ 6,300		$ 4,300-$ 9,100	$ 6,500		$ 4,300- $ 9,400	_____	
20. Music License Fees	$ 12,900		$ 8,800-$ 17,700	$ 15,000		$ 11,400- $ 22,400	_____	
21. Depreciation & Amortization	$ 19,700		$ 11,300-$ 36,900	$ 16,300		$ 11,200- $ 35,700	_____	
22. Interest	$ 2,200		$ 0-$ 19,900	$ 1,800		$ 0- $ 34,500	_____	
23. PROFIT (Before Federal income tax)	$ 21,900		$ (47,100)-$ 68,400	$ 63,800		$ 20,900- $ 92,800	_____	
24. FULLTIME EMPLOYMENT	15		12- 20	17		13- 21	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 30 FULLTIME AM REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 6 (50,000 - 100,000 population)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (24)			PROFIT ONLY STATIONS (15)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		8.32%	(7.79%)-18.63%		15.62%	9.72%- 20.14%		___%
2. TOTAL TIME SALES	$ 472,100	100.0%	$ 394,600-$ 645,700	$ 610,100	100.0%	$ 456,400- $ 778,000		100.0%
From:								
3. Network Compensation	0	0.0%	0- 2,100	0	0.0%	0- 3,100		
4. National & Regional Advertisers	43,900	9.3%	33,500- 80,300	51,200	8.4%	40,800- 88,700		
5. Local Advertisers	428,200	90.7%	295,200- 596,500	558,900	91.6%	434,500- 689,400		
6. TOTAL BROADCAST REVENUE[b]	$ 467,100		$ 381,300-$ 643,400	$ 567,300		$ 444,100- $ 759,700		
7. Non Broadcast Revenue	5,200		0- 14,700	5,900		400- 19,300		
8. Trade-outs & Barter	6,600		2,500- 14,000	7,700		3,300- 13,500		
9. TOTAL BROADCAST EXPENSE	$ 428,200	100.0%	$ 375,500-$ 616,400	$ 478,700	100.0%	$ 364,900- $ 670,000		100.0%
From:								
10. Technical	25,700	6.0%	13,400- 38,900	32,100	6.7%	15,800- 39,500		
11. Program	116,000	27.1%	96,300- 167,900	146,000	30.5%	96,900- 188,300		
12. Selling[c]	95,900	22.4%	76,500- 128,400	103,400	21.6%	76,800- 144,800		
13. General & Administrative	190,600	44.5%	164,000- 269,900	197,200	41.2%	137,200- 257,200		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 221,100	100.0%	$ 188,200-$ 304,800	$ 281,100	100.0%	$ 213,800- $ 338,600		100.0%
From:								
15. Technical	8,600	3.9%	3,500- 22,000	15,200	5.4%	4,900- 22,500		
16. Program	90,200	40.8%	67,600- 114,300	113,800	40.5%	71,100- 138,300		
17. Selling	73,900	33.4%	61,000- 104,900	95,900	34.1%	62,500- 118,900		
18. General & Administrative	48,400	21.9%	38,000- 72,700	56,200	20.0%	39,800- 109,100		
19. Cost of Outside News Service	$ 6,400		$ 4,800-$ 8,900	$ 7,500		$ 5,900- $ 10,600		
20. Music License Fees	$ 12,700		$ 8,500-$ 17,900	$ 15,600		$ 11,100- $ 18,600		
21. Depreciation & Amortization	$ 19,200		$ 11,500-$ 33,800	$ 18,400		$ 10,500- $ 33,100		
22. Interest	$ 1,900		$ 0-$ 35,300	$ 400		$ 0- $ 9,500		
23. PROFIT (Before Federal income tax)	$ 38,900		$ (31,200)-$ 108,900	$ 88,600		$ 47,500- $ 127,900		
24. FULLTIME EMPLOYMENT	15		13- 19	15		13- 22		

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 31 FULLTIME AM REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 7 (25,000 - 50,000 population)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (28)			PROFIT ONLY STATIONS (20)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		7.45%	(1.43%)-16.14%		11.34%	5.27%-17.65%		___%
2. TOTAL TIME SALES	$ 439,800	100.0%	$ 311,300-$ 607,900	$ 474,300	100.0%	$ 403,300- $ 651,500	_____	100.0%
From:								
3. Network Compensation	0	0.0%	0- 2,100	0	0.0%	0- 2,400	_____	_____
4. National & Regional Advertisers	50,600	11.5%	24,300- 88,700	53,100	11.2%	21,300- 91,900	_____	_____
5. Local Advertisers	389,200	88.5%	264,400- 540,900	421,200	88.8%	343,000- 648,200	_____	_____
6. TOTAL BROADCAST REVENUE[b]	$ 426,500		$ 305,900-$ 554,000	$ 459,800		$ 401,300- $ 612,500	_____	
7. Non Broadcast Revenue	700		0- 4,000	700		0- 4,000	_____	
8. Trade-outs & Barter	13,200		3,000- 22,400	10,600		1,700- 25,100	_____	
9. TOTAL BROADCAST EXPENSE	$ 394,700	100.0%	$ 313,800-$ 488,900	$ 407,700	100.0%	$ 343,900- $ 593,100	_____	100.0%
From:								
10. Technical	17,800	4.5%	13,100- 25,900	19,600	4.8%	14,100- 28,100	_____	_____
11. Program	123,900	31.4%	85,500- 158,200	126,000	30.9%	89,600- 164,600	_____	_____
12. Selling[c]	69,900	17.7%	46,900- 136,800	89,300	21.9%	53,700- 154,400	_____	_____
13. General & Administrative	183,100	46.4%	127,700- 230,200	172,800	42.4%	129,200- 256,800	_____	_____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 194,000	100.0%	$ 160,300-$ 277,400	$ 209,200	100.0%	$ 185,500- $ 287,500	_____	100.0%
From:								
15. Technical	10,100	5.2%	6,900- 15,500	11,300	5.4%	9,400- 19,700	_____	_____
16. Program	75,900	39.1%	54,700- 108,400	87,000	41.6%	60,200- 113,200	_____	_____
17. Selling	55,900	28.8%	35,800- 103,600	56,700	27.1%	42,300- 102,300	_____	_____
18. General & Administrative	52,100	26.9%	40,700- 66,800	54,200	25.9%	38,100- 70,100	_____	_____
19. Cost of Outside News Service	$ 6,100		$ 4,400-$ 8,500	$ 6,200		$ 5,100- $ 8,400	_____	
20. Music License Fees	$ 11,000		$ 8,800-$ 14,800	$ 12,200		$ 9,900- $ 16,500	_____	
21. Depreciation & Amortization	$ 18,700		$ 11,100-$ 31,100	$ 15,000		$ 10,900- $ 27,900	_____	
22. Interest	$ 5,100		$ 0-$ 27,800	$ 2,100		$ 0- $ 18,600	_____	
23. PROFIT (Before Federal income tax)	$ 31,800		$ (4,400)-$ 72,500	$ 52,100		$ 24,300- $ 91,900	_____	
24. FULLTIME EMPLOYMENT	14		12- 18	15		12- 19	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 32 FULLTIME AM REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 8 (10,000 - 25,000 population)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (94)			PROFIT ONLY STATIONS (62)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		7.65%	(3.53%)-14.23%		12.14%	7.65%- 17.62%		___%
2. TOTAL TIME SALES	$ 335,200	100.0%	$ 250,800-$ 451,500	$ 367,400	100.0%	$ 265,800- $ 467,600		100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0		
4. National & Regional Advertisers	35,200	10.5%	21,200- 60,000	36,000	9.8%	21,400- 62,000		
5. Local Advertisers	300,000	89.5%	218,200- 413,200	331,400	90.2%	229,400- 423,100		
6. TOTAL BROADCAST REVENUE[b]	$ 332,600		$ 248,200-$ 446,200	$ 359,900		$ 263,300- $ 468,000		
7. Non Broadcast Revenue	800		0- 6,100	500		0- 6,400		
8. Trade-outs & Barter	3,600		600- 12,400	3,600		200- 10,700		
9. TOTAL BROADCAST EXPENSE	$ 307,200	100.0%	$ 229,600-$ 410,800	$ 316,200	100.0%	$ 224,900- $ 394,300		100.0%
From:								
10. Technical	15,000	4.9%	8,400- 23,600	17,400	5.5%	9,700- 23,600		
11. Program	93,400	30.4%	74,800- 110,500	99,000	31.3%	74,800- 108,400		
12. Selling[c]	62,700	20.4%	43,500- 86,200	63,500	20.1%	41,600- 93,100		
13. General & Administrative	136,100	44.3%	104,400- 187,300	136,300	43.1%	95,500- 172,700		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 159,700	100.0%	$ 122,500-$ 213,500	$ 176,100	100.0%	$ 125,800- $ 213,500		100.0%
From:								
15. Technical	5,900	3.7%	1,300- 11,600	7,200	4.1%	1,800- 13,100		
16. Program	61,500	38.5%	47,500- 75,300	66,800	37.9%	45,400- 73,800		
17. Selling	50,000	31.3%	36,200- 69,200	52,800	30.0%	35,900- 75,400		
18. General & Administrative	42,300	26.5%	27,700- 58,900	49,300	28.0%	31,100- 59,200		
19. Cost of Outside News Service	$ 6,500		$ 4,800-$ 9,400	$ 6,600		$ 4,500- $ 9,800		
20. Music License Fees	$ 8,900		$ 5,900-$ 11,600	$ 9,200		$ 5,700- $ 12,200		
21. Depreciation & Amortization	$ 11,900		$ 6,100-$ 24,700	$ 10,200		$ 6,000- $ 20,900		
22. Interest	$ 3,900		$ 0-$ 15,500	$ 2,000		$ 0- $ 13,000		
23. PROFIT (Before Federal income tax)	$ 25,400		$ (11,200)-$ 58,700	$ 43,700		$ 27,000- $ 78,100		
24. FULLTIME EMPLOYMENT	12		9- 15	12		9- 15		

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 33 FULLTIME AM REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 9 (Under 10,000 population)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (84)			PROFIT ONLY STATIONS (56)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		5.58%	(2.89%)-12.25%		8.96%	5.58%- 18.92%		____ %
2. TOTAL TIME SALES	$ 223,100	100.0%	$ 133,500-$ 299,500	$ 239,100	100.0%	$ 156,800- $ 304,600		100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0		
4. National & Regional Advertisers	14,300	6.4%	3,500- 24,600	14,600	6.1%	3,500- 23,400		
5. Local Advertisers	208,800	93.6%	127,700- 270,000	224,500	93.9%	138,700- 274,600		
6. TOTAL BROADCAST REVENUE[b]	$ 221,600		$ 136,900-$ 305,600	$ 236,700		$ 155,700- $ 305,800		
7. Non Broadcast Revenue	100		0- 2,500	100		0- 1,900		
8. Trade-outs & Barter	500		0- 7,500	0		0- 7,300		
9. TOTAL BROADCAST EXPENSE	$ 209,200	100.0%	$ 134,500-$ 296,400	$ 215,500	100.0%	$ 129,700- $ 274,100		100.0%
From:								
10. Technical	8,000	3.8%	3,900- 12,900	9,300	4.3%	4,900- 14,500		
11. Program	64,400	30.8%	44,600- 85,300	70,000	32.5%	47,800- 84,100		
12. Selling[c]	39,500	18.9%	17,500- 57,000	37,500	17.4%	16,300- 51,900		
13. General & Administrative	97,300	46.5%	66,400- 125,500	98,700	45.8%	64,300- 118,400		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 107,500	100.0%	$ 68,200-$ 145,000	$ 113,800	100.0%	$ 67,100- $ 144,000		100.0%
From:								
15. Technical	3,000	2.8%	200- 5,300	3,100	2.7%	0- 7,900		
16. Program	45,600	42.4%	28,000- 60,100	48,400	42.5%	29,100- 60,100		
17. Selling	27,100	25.2%	13,000- 42,600	26,800	23.6%	10,700- 42,100		
18. General & Administrative	31,800	29.6%	16,500- 45,200	35,500	31.2%	15,400- 44,900		
19. Cost of Outside News Service	$ 5,300		$ 3,900-$ 7,200	$ 5,300		$ 3,900- $ 7,200		
20. Music License Fees	$ 5,300		$ 2,700-$ 7,400	$ 5,400		$ 3,000- $ 7,300		
21. Depreciation & Amortization	$ 11,900		$ 4,600-$ 20,200	$ 9,100		$ 4,000- $ 15,800		
22. Interest	$ 4,100		$ 200-$ 11,600	$ 3,300		$ 100- $ 8,500		
23. PROFIT (Before Federal income tax)	$ 12,400		$ (5,000)-$ 27,500	$ 21,200		$ 9,200- $ 40,500		
24. FULLTIME EMPLOYMENT	8		5- 11	8		5- 10		

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 34 FULLTIME AM REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 1 ($5 million & over)

REVENUE AND EXPENSE ITEMS Line No.	ALL STATIONS (23) Typical Dollar Figures Col. 1	 Typical Percent Figures Col. 2	 Middle 50% Range Col. 3	PROFIT ONLY STATIONS (23) Typical Dollar Figures Col. 4	 Typical Percent Figures Col. 5	 Middle 50% Range Col. 6	YOUR STATION Dollar Figures Col. 7	 Percent Figures Col. 8
1. PROFIT MARGIN[a]		26.39%	22.47%-38.15%					%
2. TOTAL TIME SALES	$ 9,277,100	100.0%	$ 6,662,000-$ 12,661,200					100.0%
From:								
3. Network Compensation	148,400	1.6%	0- 336,600					
4. National & Regional Advertisers	2,801,700	30.2%	2,413,200- 4,349,700					
5. Local Advertisers	6,327,000	68.2%	4,088,600- 7,867,000					
6. TOTAL BROADCAST REVENUE[b]	$ 7,691,000		$ 5,502,400-$ 10,472,600					
7. Non Broadcast Revenue	14,300		1,700- 21,900					
8. Trade-outs & Barter	263,400		136,200- 492,700					
9. TOTAL BROADCAST EXPENSE	$ 5,661,300	100.0%	$ 4,059,700-$ 7,734,600					100.0%
From:								
10. Technical	549,100	9.7%	213,100- 691,000	SAME AS ALL STATIONS				
11. Program	1,992,800	35.2%	1,197,300- 2,570,400					
12. Selling[c]	1,279,500	22.6%	939,100- 1,665,300					
13. General & Administrative	1,839,900	32.5%	1,093,200- 2,245,600					
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 2,378,300	100.0%	$ 1,344,200-$ 3,281,000					100.0%
From:								
15. Technical	368,600	15.5%	168,800- 495,300					
16. Program	1,179,700	49.6%	618,300- 1,594,200					
17. Selling	558,900	23.5%	440,300- 754,400					
18. General & Administrative	271,100	11.4%	200,900- 344,000					
19. Cost of Outside News Service	$ 62,300		$ 41,800-$ 131,900					
20. Music License Fees	$ 159,800		$ 108,000-$ 234,200					
21. Depreciation & Amortization	$ 150,200		$ 99,300-$ 220,900					
22. Interest	$ 0		$ 0-$ 1,000					
23. PROFIT (Before Federal income tax)	$ 2,029,700		$ 1,498,200-$ 3,183,500					
24. FULLTIME EMPLOYMENT	74		49- 84					

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 35 FULLTIME AM REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 2 ($3 million - $5 million)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (28)			PROFIT ONLY STATIONS (24)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		25.61%	8.00%-35.97%		28.55%	15.79%- 36.98%		___%
2. TOTAL TIME SALES	$ 4,158,700	100.0%	$ 3,843,800-$ 4,633,600	$ 4,158,700	100.0%	$ 3,859,000- $ 4,584,800	_____	100.0%
From:								
3. Network Compensation	66,500	1.6%	0- 110,500	54,000	1.3%	0- 85,400	_____	____
4. National & Regional Advertisers	1,318,300	31.7%	955,500- 1,589,000	1,322,500	31.8%	998,200- 1,589,000	_____	____
5. Local Advertisers	2,773,900	66.7%	2,550,700- 3,179,100	2,782,200	66.9%	2,548,800- 3,179,100	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 3,450,300		$ 3,206,300-$ 3,866,600	$ 3,450,300		$ 3,239,600- $ 3,837,900	_____	
7. Non Broadcast Revenue	2,400		0- 29,900	4,500		100- 36,400	_____	
8. Trade-outs & Barter	166,400		70,100- 290,300	153,700		63,800- 236,900	_____	
9. TOTAL BROADCAST EXPENSE	$ 2,566,700	100.0%	$ 2,363,400-$ 3,087,300	$ 2,465,200	100.0%	$ 2,352,700- $ 2,921,700	_____	100.0%
From:								
10. Technical	156,600	6.1%	100,600- 298,000	152,800	6.2%	82,900- 214,700	_____	____
11. Program	959,900	37.4%	703,800- 1,189,700	875,100	35.5%	644,100- 1,147,200	_____	____
12. Selling[c]	664,800	25.9%	540,200- 923,200	641,000	26.0%	531,000- 915,100	_____	____
13. General & Administrative	785,400	30.6%	689,300- 1,079,600	796,300	32.3%	680,400- 928,000	_____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 990,200	100.0%	$ 954,500-$ 1,365,300	$ 987,100	100.0%	$ 946,500- $ 1,256,000	_____	100.0%
From:								
15. Technical	94,100	9.5%	56,100- 204,100	84,900	8.6%	46,100- 156,200	_____	____
16. Program	463,400	46.8%	394,500- 592,700	455,000	46.1%	382,600- 558,200	_____	____
17. Selling	283,200	28.6%	281,000- 402,500	294,200	29.8%	281,000- 379,500	_____	____
18. General & Administrative	149,500	15.1%	114,300- 190,400	153,000	15.5%	111,000- 187,700	_____	____
19. Cost of Outside News Service	$ 25,100		$ 14,800-$ 46,900	$ 22,000		$ 13,600- $ 33,800	_____	
20. Music License Fees	$ 90,900		$ 60,900-$ 101,800	$ 90,900		$ 70,200- $ 101,400	_____	
21. Depreciation & Amortization	$ 71,200		$ 53,000-$ 133,400	$ 62,100		$ 51,500- $ 83,800	_____	
22. Interest	$ 0		$ 0-$ 3,600	$ 0		$ 0- $ 600	_____	
23. PROFIT (Before Federal income tax)	$ 883,600		$ 259,700-$ 1,375,600	$ 985,100		$ 509,200- $ 1,414,300	_____	
24. FULLTIME EMPLOYMENT	43		37- 49	42		36- 45	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 36 FULLTIME AM REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 3 ($2 million - $3 million)

REVENUE AND EXPENSE ITEMS Line No.	ALL STATIONS (25) Typical Dollar Figures Col. 1	 Typical Percent Figures Col. 2	 Middle 50% Range Col. 3	PROFIT ONLY STATIONS (24) Typical Dollar Figures Col. 4	 Typical Percent Figures Col. 5	 Middle 50% Range Col. 6	YOUR STATION Dollar Figures Col. 7	 Percent Figures Col. 8
1. PROFIT MARGIN[a]		20.61%	10.87%-28.99%		20.88%	12.15%- 28.99%		%
2. TOTAL TIME SALES	$ 2,961,000	100.0%	$ 2,718,700-$ 3,244,900	$ 2,961,000	100.0%	$ 2,761,200- $ 3,244,900		100.0%
From:								
3. Network Compensation	53,300	1.8%	18,700- 70,500	50,300	1.7%	18,700- 70,500		
4. National & Regional Advertisers	772,800	26.1%	582,900- 1,011,200	772,800	26.1%	600,200- 1,011,200		
5. Local Advertisers	2,134,900	72.1%	1,943,900- 2,288,100	2,137,900	72.2%	1,943,900- 2,288,100		
6. TOTAL BROADCAST REVENUE[b]	$ 2,509,500		$ 2,422,500-$ 2,756,700	$ 2,512,600		$ 2,452,900- $ 2,756,700		
7. Non Broadcast Revenue	8,900		1,600- 43,300	13,900		1,900- 43,300		
8. Trade-outs & Barter	114,500		40,300- 226,900	110,600		40,300- 208,100		
9. TOTAL BROADCAST EXPENSE	$ 1,992,300	100.0%	$ 1,829,900-$ 2,245,200	$ 1,988,000	100.0%	$ 1,829,900- $ 2,209,300		100.0%
From:								
10. Technical	111,600	5.6%	64,700- 165,500	109,300	5.5%	64,700- 165,500		
11. Program	655,500	32.9%	546,200- 919,900	652,100	32.8%	546,200- 814,700		
12. Selling[c]	531,900	26.7%	404,500- 584,900	526,800	26.5%	404,500- 570,600		
13. General & Administrative	693,300	34.8%	594,200- 787,200	699,800	35.2%	594,200- 787,200		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 909,900	100.0%	$ 823,600-$ 1,014,900	$ 901,400	100.0%	$ 823,600- $ 983,500		100.0%
From:								
15. Technical	68,200	7.5%	31,700- 96,800	67,600	7.5%	31,700- 96,800		
16. Program	431,300	47.4%	361,200- 519,200	423,700	47.0%	361,200- 500,000		
17. Selling	292,100	32.1%	242,400- 319,900	293,800	32.6%	242,400- 306,800		
18. General & Administrative	118,300	13.0%	92,400- 140,900	116,300	12.9%	92,400- 140,900		
19. Cost of Outside News Service	$ 20,900		$ 14,900-$ 41,900	$ 20,600		$ 14,900- $ 35,900		
20. Music License Fees	$ 62,000		$ 43,900-$ 68,400	$ 62,800		$ 53,600- $ 68,400		
21. Depreciation & Amortization	$ 71,800		$ 48,900-$ 119,800	$ 69,400		$ 48,900- $ 119,800		
22. Interest	$ 0		$ 0-$ 18,800	$ 0		$ 0- $ 18,800		
23. PROFIT (Before Federal income tax)	$ 517,200		$ 271,500-$ 730,400	$ 524,600		$ 309,200- $ 730,400		
24. FULLTIME EMPLOYMENT	38		33- 48	38		33- 47		

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 37 FULLTIME AM REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 4 ($1 million - $2 million)

REVENUE AND EXPENSE ITEMS Line No.	ALL STATIONS (59) Typical Dollar Figures Col. 1	 Typical Percent Figures Col. 2	 Middle 50% Range Col. 3	PROFIT ONLY STATIONS (38) Typical Dollar Figures Col. 4	 Typical Percent Figures Col. 5	 Middle 50% Range Col. 6	YOUR STATION Dollar Figures Col. 7	 Percent Figures Col. 8
1. PROFIT MARGIN[a]		13.29%	(9.11%)-22.20%		19.23%	13.38%- 23.60%		___%
2. TOTAL TIME SALES	$ 1,497,300	100.0%	$ 1,272,900-$ 1,793,400	$ 1,513,700	100.0%	$ 1,281,500- $ 1,971,700	_____	100.0%
From:								
3. Network Compensation	16,500	1.1%	2,600- 44,000	10,600	0.7%	2,000- 26,500	_____	____
4. National & Regional Advertisers	372,800	24.9%	224,600- 542,900	379,900	25.1%	204,400- 611,200	_____	____
5. Local Advertisers	1,108,000	74.0%	914,600- 1,276,900	1,123,200	74.2%	920,200- 1,326,500	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 1,334,100		$ 1,107,500-$ 1,557,000	$ 1,376,100		$ 1,149,600- $ 1,737,000	_____	
7. Non Broadcast Revenue	5,900		100- 18,200	6,500		1,000- 17,300	_____	
8. Trade-outs & Barter	44,700		31,400- 93,000	39,900		26,400- 60,900	_____	
9. TOTAL BROADCAST EXPENSE	$ 1,156,800	100.0%	$ 982,300-$ 1,540,400	$ 1,111,500	100.0%	$ 903,800- $ 1,424,100	_____	100.0%
From:								
10. Technical	59,000	5.1%	45,500- 87,500	55,600	5.0%	42,700- 90,300	_____	____
11. Program	349,300	30.2%	282,900- 554,800	336,800	30.3%	244,300- 418,600	_____	____
12. Selling[c]	290,400	25.1%	252,700- 354,900	295,600	26.6%	205,500- 335,600	_____	____
13. General & Administrative	458,100	39.6%	349,000- 611,100	423,500	38.1%	308,900- 517,500	_____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 517,900	100.0%	$ 426,300-$ 701,700	$ 571,400	100.0%	$ 406,100- $ 688,700	_____	100.0%
From:								
15. Technical	26,900	5.2%	17,700- 48,300	29,200	5.1%	16,900- 49,700	_____	____
16. Program	228,900	44.2%	176,300- 312,400	229,100	40.1%	157,900- 277,500	_____	____
17. Selling	175,600	33.9%	143,900- 223,200	208,000	36.4%	141,100- 227,400	_____	____
18. General & Administrative	86,500	16.7%	63,400- 121,900	105,100	18.4%	62,200- 131,600	_____	____
19. Cost of Outside News Service	$ 11,400		$ 6,500-$ 22,100	$ 11,400		$ 6,500- $ 16,200	_____	
20. Music License Fees	$ 30,800		$ 25,900-$ 40,000	$ 34,300		$ 28,900- $ 46,000	_____	
21. Depreciation & Amortization	$ 55,200		$ 32,200-$ 124,400	$ 44,200		$ 30,100- $ 67,700	_____	
22. Interest	$ 400		$ 0-$ 29,200	$ 300		$ 0- $ 11,300	_____	
23. PROFIT (Before Federal income tax)	$ 177,300		$ (110,300)-$ 308,200	$ 264,600		$ 168,600- $ 352,200	_____	
24. FULLTIME EMPLOYMENT	26		22- 30	25		21- 29	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 38 FULLTIME AM REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 5 ($500,000 - $1 million)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (140)			PROFIT ONLY STATIONS (95)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		3.57%	(3.90%)-13.54%		10.92%	3.03%- 16.47%		___%
2. TOTAL TIME SALES	$ 706,200	100.0%	$ 606,300-$ 844,300	$ 688,100	100.0%	$ 597,800- $ 845,100		100.0%
From:								
3. Network Compensation	1,400	0.2%	0- 7,500	700	0.1%	0- 5,600		
4. National & Regional Advertisers	91,800	13.0%	47,000- 163,500	88,800	12.9%	44,000- 146,500		
5. Local Advertisers	613,000	86.8%	516,800- 709,200	598,600	87.0%	517,100- 730,300		
6. TOTAL BROADCAST REVENUE[b]	$ 663,200		$ 575,300-$ 791,000	$ 653,900		$ 567,300- $ 805,500		
7. Non Broadcast Revenue	2,700		0- 12,100	2,400		0- 14,300		
8. Trade-outs & Barter	26,500		8,800- 47,800	21,400		8,600- 44,400		
9. TOTAL BROADCAST EXPENSE	$ 639,500	100.0%	$ 531,900-$ 809,500	$ 582,500	100.0%	$ 512,800- $ 699,100		100.0%
From:								
10. Technical	32,600	5.1%	24,900- 48,800	30,300	5.2%	19,400- 45,400		
11. Program	184,200	28.8%	151,800- 239,500	167,800	28.8%	146,400- 207,100		
12. Selling[c]	154,100	24.1%	124,900- 187,200	147,900	25.4%	116,500- 179,000		
13. General & Administrative	268,600	42.0%	201,200- 343,100	236,500	40.6%	195,900- 294,700		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 313,100	100.0%	$ 282,600-$ 380,900	$ 310,200	100.0%	$ 276,700- $ 350,700		100.0%
From:								
15. Technical	15,700	5.0%	9,800- 25,100	14,900	4.8%	9,100- 23,800		
16. Program	124,000	39.6%	101,400- 163,400	118,200	38.1%	93,800- 148,600		
17. Selling	106,100	33.9%	86,300- 129,100	108,900	35.1%	86,400- 126,800		
18. General & Administrative	67,300	21.5%	48,500- 92,200	68,200	22.0%	47,400- 95,300		
19. Cost of Outside News Service	$ 7,000		$ 5,500-$ 11,100	$ 7,000		$ 5,000- $ 9,700		
20. Music License Fees	$ 17,000-		$ 14,100-$ 21,500	$ 17,000		$ 14,300- $ 20,600		
21. Depreciation & Amortization	$ 25,200		$ 15,400-$ 42,700	$ 20,500		$ 12,400- $ 33,000		
22. Interest	$ 1,400		$ 0-$ 28,800	$ 300		$ 0- $ 14,300		
23. PROFIT (Before Federal income tax)	$ 23,700		$ (27,100)-$ 87,500	$ 71,400		$ 24,100- $ 105,000		
24. FULLTIME EMPLOYMENT	19		16- 22	18		16- 22		

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 39 FULLTIME AM REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 6 ($400,000 - 500,000)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (61)			PROFIT ONLY STATIONS (34)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		1.87%	(14.51%)-12.53%		11.60%	7.63%- 17.76%		___%
2. TOTAL TIME SALES	$ 463,600	100.0%	$ 439,800-$ 489,000	$ 461,100	100.0%	$ 428,900- $ 485,200		100.0%
From:								
3. Network Compensation	0	0.0%	0- 3,100	0	0.0%	0- 3,200		
4. National & Regional Advertisers	48,200	10.4%	20,900- 69,700	41,000	8.9%	7,400- 61,600		
5. Local Advertisers	415,400	89.6%	383,500- 434,000	420,100	91.1%	386,100- 439,700		
6. TOTAL BROADCAST REVENUE[b]	$ 440,100		$ 421,800-$ 475,000	$ 444,000		$ 418,500- $ 479,400		
7. Non Broadcast Revenue	400		0- 5,800	700		0- 7,100		
8. Trade-outs & Barter	17,000		6,700- 42,600	8,200		2,?00- 16,200		
9. TOTAL BROADCAST EXPENSE	$ 431,900	100.0%	$ 382,600-$ 521,700	$ 392,500	100.0%	$ 365,200- $ 421,100		100.0%
From:								
10. Technical	19,000	4.4%	13,900- 27,500	16,100	4.1%	13,100- 22,600		
11. Program	115,800	26.8%	101,000- 137,000	111,900	28.5%	99,000- 128,900		
12. Selling[c]	96,700	22.4%	76,200- 127,900	87,500	22.3%	62,500- 103,100		
13. General & Administrative	200,400	46.4%	168,500- 257,100	177,000	45.1%	141,800- 201,000		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 216,000	100.0%	$ 191,000-$ 244,600	$ 202,000	100.0%	$ 184,600- $ 230,400		100.0%
From:								
15. Technical	9,300	4.3%	4,900- 14,600	8,700	4.3%	3,600- 13,100		
16. Program	76,900	35.6%	63,100- 93,600	71,300	35.3%	61,000- 92,200		
17. Selling	70,600	32.7%	51,300- 86,700	63,200	31.3%	49,800- 79,400		
18. General & Administrative	59,200	27.4%	42,400- 70,000	58,800	29.1%	40,100- 69,000		
19. Cost of Outside News Service	$ 6,200		$ 4,700-$ 8,700	$ 6,500		$ 4,600- $ 9,500		
20. Music License Fees	$ 11,600		$ 10,100-$ 13,000	$ 11,700		$ 11,000- $ 12,900		
21. Depreciation & Amortization	$ 17,100		$ 9,800-$ 35,300	$ 13,200		$ 7,800- $ 21,700		
22. Interest	$ 8,400		$ 500-$ 23,600	$ 4,400		$ 100- $ 17,500		
23. PROFIT (Before Federal income tax)	$ 8,200		$ (66,400)-$ 58,200	$ 51,500		$ 32,000- $ 78,900		
24. FULLTIME EMPLOYMENT	14		13- 17	14		12- 16		

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 40 FULLTIME AM REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 7 ($300,000 - $400,000)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (81)			PROFIT ONLY STATIONS (50)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		4.65%	(4.70%)-12.71%		10.27%	5.91%- 16.91%		____%
2. TOTAL TIME SALES	$ 352,600	100.0%	$ 326,100-$ 384,800	$ 353,700	100.0%	$ 321,400- $ 382,800	_____	100.0%
From:								
3. Network Compensation	0	0.0%	0- 1,900	0	0.0%	0- 700	_____	____
4. National & Regional Advertisers	43,700	12.4%	19,800- 70,100	40,700	11.5%	16,500- 68,100	_____	____
5. Local Advertisers	308,900	87.6%	275,900- 331,200	313,000	88.5%	274,700- 331,200	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 347,100		$ 322,600-$ 374,700	$ 342,600		$ 318,100- $ 374,900	_____	
7. Non Broadcast Revenue	2,000		0- 6,400	1,700		0- 5,200	_____	
8. Trade-outs & Barter	7,700		0- 15,600	1,700		0- 10,400	_____	
9. TOTAL BROADCAST EXPENSE	$ 331,000	100.0%	$ 298,900-$ 375,600	$ 307,400	100.0%	$ 278,700 $ 334,600	_____	100.0%
From:								
10. Technical	13,600	4.1%	9,700- 23,100	14,500	4.7%	9,700- 22,600	_____	____
11. Program	100,300	30.3%	79,800- 114,000	94,100	30.6%	77,600- 108,400	_____	____
12. Selling[c]	69,200	20.9%	58,100- 85,300	64,200	20.9%	54,900- 79,500	_____	____
13. General & Administrative	147,900	44.7%	120,300- 190,500	134,600	43.8%	108,300- 146,900	_____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 169,800	100.0%	$ 147,300-$ 190,200	$ 165,900	100.0%	$ 138,800- $ 182,600	_____	100.0%
From:								
15 Technical	5,800	3.4%	2,700- 12,000	6,300	3.8%	2,300- 12,000	_____	____
16. Program	67,400	39.7%	52,500- 79,900	63,700	38.4%	50,100- 74,900	_____	____
17. Selling	52,300	30.8%	40,400- 59,600-	53,900	32.5%	40,200- 59,100	_____	____
18. General & Administrative	44,300	26.1%	33,300- 55,700	42,000	25.3%	31,600- 47,700	_____	____
19. Cost of Outside News Service	$ 6,300		$ 4,900-$ 9,500	$ 6,200		$ 4,800- $ 9,100	_____	
20. Music License Fees	$ 9,200		$ 8,100-$ 10,300	$ 9,200		$ 7,700- $ 10,400	_____	
21. Depreciation & Amortization	$ 15,500		$ 8,200-$ 26,300	$ 12,800		$ 7,900- $ 21,900	_____	
22. Interest	$ 5,000		$ 800-$ 18,000	$ 3,900		$ 0- $ 16,100	_____	
23. PROFIT (Before Federal income tax)	$ 16,100		$ (15,200)-$ 44,300	$ 35,200		$ 19,200- $ 59,300	_____	
24. FULLTIME EMPLOYMENT	12		10- 14	12		10- 13	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 41 FULLTIME AM REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 8 ($200,000 - $300,000)

REVENUE AND EXPENSE ITEMS Line No.	ALL STATIONS (99) Typical Dollar Figures Col. 1	 Typical Percent Figures Col. 2	 Middle 50% Range Col. 3	PROFIT ONLY STATIONS (55) Typical Dollar Figures Col. 4	 Typical Percent Figures Col. 5	 Middle 50% Range Col. 6	YOUR STATION Dollar Figures Col. 7	 Percent Figures Col. 8
1. PROFIT MARGIN[a]		2.37%	(20.40%)-11.29%		10.62%	5.41%- 17.44%		____%
2. TOTAL TIME SALES	$ 251,300	100.0%	$ 233,300-$ 270,900	$ 251,900	100.0%	$ 234,700- $ 276,200	_____	100.0%
From:								
3. Network Compensation	0	0.0%	0- 1,200	0		0- 0	_____	_____
4. National & Regional Advertisers	26,100	10.4%	13,300- 48,800	23,400		13,500- 43,300	_____	_____
5. Local Advertisers	225,200	89.6%	200,000- 236,100	228,500	%	203,000- 242,300	_____	_____
6. TOTAL BROADCAST REVENUE[b]	$ 246,100		$ 227,600-$ 269,500	$ 250,000		$ 231,600- $ 272,400	_____	
7. Non Broadcast Revenue	0		0- 4,900	0		0- 3,600	_____	
8. Trade-outs & Barter	5,000		0- 13,800	1,700		0- 7,700	_____	
9. TOTAL BROADCAST EXPENSE	$ 240,300	100.0%	$ 214,500-$ 296,600	$ 223,400	100.0%	$ 206,000- $ 239,800	_____	100.0%
From:								
10. Technical	13,000	5.4%	7,700- 20,700-	11,600	5.2%	7,200- 17,900	_____	_____
11. Program	71,800	29.9%	62,000- 92,600	70,800	31.7%	59,900- 80,300	_____	_____
12. Selling[c]	44,500	18.5%	35,100- 61,500	41,800	18.7%	28,200- 47,100	_____	_____
13. General & Administrative	111,000	46.2%	91,500- 138,000	99,200	44.4%	84,400- 116,000	_____	_____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 123,200	100.0%	$ 112,100-$ 144,500	$ 121,300	100.0%	$ 102,600- $ 135,500	_____	100.0%
From:								
15. Technical	5,300	4.3%	400- 9,600	5,100	4.2%	0- 8,300	_____	_____
16. Program	46,800	38.0%	40,400- 64,100	47,700	39.3%	35,600- 56,700	_____	_____
17. Selling	35,100	28.5%	25,300- 47,000	31,600	26.1%	22,900- 37,900	_____	_____
18. General & Administrative	36,000	29.2%	27,100- 48,200	36,900	30.4%	25,500- 49,600	_____	_____
19. Cost of Outside News Service	$ 5,600		$ 3,800-$ 8,200	$ 5,500		$ 3,800- $ 8,000	_____	
20. Music License Fees	$ 6,400-		$ 4,800-$ 7,600	$ 6,200		$ 5,000- $ 7,400	_____	
21. Depreciation & Amortization	$ 11,400		$ 5,800-$ 25,200	$ 8,200		$ 4,100- $ 13,600	_____	
22. Interest	$ 3,000		$ 0-$ 17,200	$ 2,400		$ 0- $ 6,800	_____	
23. PROFIT (Before Federal income tax)	$ 5,800		$ (45,400)-$ 27,600	$ 26,600		$ 13,300- $ 43,700	_____	
24. FULLTIME EMPLOYMENT	10		8- 12	9		7- 10	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 42 FULLTIME AM REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 9 ($150,000 - $200,000)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (33)			PROFIT ONLY STATIONS (10)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		(7.60%)	(30.86%)-2.99%		6.78%	2.99%- 25.29%		___%
2. TOTAL TIME SALES	$ 180,900	100.0%	$ 167,700-$ 196,000	$ 182,100	100.0%	$ 160,600- $ 197,700		100.0%
From:								
3. Network Compensation	0	0.0%	0- 500	0	0.0%	0- 0		
4. National & Regional Advertisers	21,000	11.6%	7,800- 30,400	17,700	9.7%	7,800- 33,000		
5. Local Advertisers	159,900	88.4%	144,000- 174,600	164,400	90.3%	145,200- 170,000		
6. TOTAL BROADCAST REVENUE[b]	$ 175,500		$ 166,600-$ 190,500	$ 181,600		$ 160,900- $ 192,800		
7. Non Broadcast Revenue	100		0- 2,200	100		0- 2,800		
8. Trade-outs & Barter	4,400		0- 20,200	200		0- 10,800		
9. TOTAL BROADCAST EXPENSE	$ 188,800	100.0%	$ 171,000-$ 225,700	$ 169,300	100.0%	$ 126,800- $ 178,300		100.0%
From:								
10. Technical	8,700	4.6%	4,000- 17,400	5,600	3.3%	3,200- 14,800		
11. Program	60,200	31.9%	51,600- 85,600	56,400	33.3%	39,700- 60,000		
12. Selling[c]	36,100	19.1%	21,700- 49,000	21,000	12.4%	9,400- 38,800		
13. General & Administrative	83,800	44.4%	69,500- 116,600	86,300	51.0%	54,900- 94,100		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 99,100	100.0%	$ 84,900-$ 119,900	$ 92,600	100.0%	$ 56,000- $ 112,100		100.0%
From:								
15. Technical	2,900	2.9%	0- 7,800	900	1.0%	100- 7,700		
16. Program	45,400	45.8%	30,400- 58,000	40,600	43.9%	28,300- [illegible],300		
17. Selling	24,600	24.8%	16,000- 34,100	15,500	16.7%	6,300- [illegible],300		
18. General & Administrative	26,200	26.5%	15,200- 37,700	35,600	38.4%	6,500- 48,800		
19. Cost of Outside News Service	$ 5,000		$ 3,100-$ 6,200	$ 5,000		$ 1,400- $ 5,500		
20. Music License Fees	$ 4,900		$ 3,700-$ 5,500	$ 4,900		$ 2,700- $ 5,500		
21. Depreciation & Amortization	$ 12,100-		$ 4,400-$ 24,800	$ 5,400		$ 3,600- $ 15,100		
22. Interest	$ 2,000		$ 0-$ 13,700	$ 2,100		$ 100- $ 14,200		
23. PROFIT (Before Federal income tax)	$ (13,300)		$ (55,000)-$ 4,900	$ 12,300		$ 4,900- $ 42,900		
24. FULLTIME EMPLOYMENT	8		6- 11	8		4- 8		

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 43 FULLTIME AM REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 10 (Under $150,000)

REVENUE AND EXPENSE ITEMS Line No.	ALL STATIONS (34) Typical Dollar Figures Col. 1	 Typical Percent Figures Col. 2	 Middle 50% Range Col. 3	PROFIT ONLY STATIONS (16) Typical Dollar Figures Col. 4	 Typical Percent Figures Col. 5	 Middle 50% Range Col. 6	YOUR STATION Dollar Figures Col. 7	 Percent Figures Col. 8
1. PROFIT MARGIN[a]		(0.49%)	(35.08%)-7.25%		7.25%	2.51%- 15.98%		___%
2. TOTAL TIME SALES	$ 108,200	100.0%	$ 87,500-$ 133,800	$ 120,700	100.0%	$ 104,400- $ 133,100		100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0		
4. National & Regional Advertisers	6,700	6.2%	1,800- 15,400	4,100	3.4%	1,800- 14,400		
5. Local Advertisers	101,500	93.8%	80,300- 125,600	116,600	96.6%	97,800- 126,500		
6. TOTAL BROADCAST REVENUE[b]	$ 111,300		$ 86,500-$ 137,900	$ 119,700		$ 104,100- $ 133,300		
7. Non Broadcast Revenue	0		0- 2,200	0		0- 200		
8. Trade-outs & Barter	1,500		0- 4,500	600		0- 1,800		
9. TOTAL BROADCAST EXPENSE	$ 111,800	100.0%	$ 95,200-$ 164,600	$ 111,000	100.0%	$ 89,100- $ 127,400		100.0%
From:								
10. Technical	5,100	4.6%	3,400- 9,500	6,000	5.4%	3,900- 8,400		
11. Program	36,700	32.8%	29,600- 49,400	38,600	34.8%	28,200- 48,300		
12. Selling[c]	17,400	15.6%	9,400- 25,500	20,000	18.0%	8,800- 22,300		
13. General & Administrative	52,600	47.0%	38,700- 88,300	46,400	41.8%	22,500- 57,800		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 53,100	100.0%	$ 45,700-$ 75,400	$ 47,800	100.0%	$ 45,000- $ 66,700		100.0%
From:								
15. Technical	2,200	4.1%	300- 4,300	1,300	2.8%	0- 3,100		
16. Program	23,900	45.0%	21,600- 34,400	24,000	50.2%	20,000- 32,400		
17. Selling	11,800	22.3%	5,700- 19,300	8,900	18.6%	2,400- 15,200		
18. General & Administrative	15,200	28.6%	8,200- 21,400	13,600	28.4%	7,200- 18,600		
19. Cost of Outside News Service	$ 4,100		$ 1,900-$ 6,000	$ 4,300		$ 1,900- $ 6,100		
20. Music License Fees	$ 2,700		$ 1,900-$ 3,400	$ 3,000		$ 2,500- $ 3,400		
21. Depreciation & Amortization	$ 6,200		$ 3,200-$ 18,700	$ 4,500		$ 1,200- $ 6,600		
22. Interest	$ 3,400		$ 0-$ 12,200	$ 0		$ 0- $ 3,500		
23. PROFIT (Before Federal income tax)	$ (500)		$ (37,200)-$ 8,000	$ 8,700		$ 2,300- $ 15,100		
24. FULLTIME EMPLOYMENT	5		4- 7	4		3- 5		

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 44 — **AM/FM STATIONS, NATIONWIDE**

REVENUE AND EXPENSE ITEMS	ALL STATIONS (446)			PROFIT ONLY STATIONS (296)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		4.15%	(4.00%)-12.09%		9.20%	4.21%- 16.38%		___%
2. TOTAL TIME SALES	$ 399,500	100.0%	$ 253,700-$ 722,700	$ 430,900	100.0%	$ 274,500- $ 776,600	_____	100.0%
From:								
3. Network Compensation	0	0.0%	0- 800	0	0.0%	0- 500	_____	____
4. National & Regional Advertisers	42,700	10.7%	16,500- 117,400	46,500	10.8%	18,900- 127,000	_____	____
5. Local Advertisers	356,800	89.3%	219,100- 595,900	384,400	89.2%	240,100- 658,900	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 395,400		$ 252,000-$ 709,300	$ 415,400		$ 271,500- $ 747,100	_____	
7. Non Broadcast Revenue	600		0- 7,200	300		0- 7,000	_____	
8. Trade-outs & Barter	5,300		0- 28,800	3,200		0- 18,800	_____	
9. TOTAL BROADCAST EXPENSE	$ 379,000	100.0%	$ 241,900-$ 696,300	$ 377,200	100.0%	$ 243,100- $ 666,200	_____	100.0%
From:								
10. Technical	26,900	7.1%	14,300- 48,000	27,200	7.2%	14,400- 46,500	_____	____
11. Program	108,400	28.6%	71,800- 189,300	109,400	29.0%	74,200- 188,000	_____	____
12. Selling[c]	73,500	19.4%	40,300- 156,400	76,200	20.2%	41,100- 165,500	_____	____
13. General & Administrative	170,200	44.9%	103,600- 296,500	164,400	43.6%	100,600- 274,800	_____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 196,300	100.0%	$ 124,000-$ 349,700	$ 205,400	100.0%	$ 129,900- $ 352,500	_____	100.0%
From:								
15. Technical	12,600	6.4%	4,900- 19,800	13,000	6.3%	5,300- 20,000	_____	____
16. Program	73,200	37.3%	46,100- 132,100	73,500	35.8%	48,400- 132,200	_____	____
17. Selling	57,700	29.4%	29,700- 112,600	61,000	29.7%	31,500- 115,000	_____	____
18. General & Administrative	52,800	26.9%	31,600- 88,600	57,900	28.2%	33,000- 91,400	_____	____
19. Cost of Outside News Service	$ 7,400		$ 5,300-$ 9,700	$ 7,200		$ 5,400- $ 9,700	_____	
20. Music License Fees	$ 10,100		$ 6,100-$ 17,600	$ 11,000		$ 6,700- $ 18,700	_____	
21. Depreciation & Amortization	$ 19,600		$ 9,100-$ 40,700	$ 17,800		$ 9,000- $ 35,200	_____	
22. Interest	$ 4,000		$ 0-$ 18,800	$ 2,600		$ 0- $ 13,300	_____	
23. PROFIT (Before Federal income tax)	$ 16,400		$ (12,000)-$ 51,900	$ 38,200		$ 13,900- $ 75,900	_____	
24. FULLTIME EMPLOYMENT	13		9- 21	13		9- 21	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

NATIONAL ASSOCIATION OF BROADCASTERS

TABLE 45 AM/FM REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 1 (2.5 million population & over)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (13)			PROFIT ONLY STATIONS (6)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		(0.35%)	(39.79%)-15.24%		15.24%			___%
2. TOTAL TIME SALES	$ 1,313,700	100.0%	$ 514,200-$ 3,750,600	$ 1,412,400	100.0%			100.0%
From:								
3. Network Compensation	0	0.0%	0- 51,700	0	0.0%			
4. National & Regional Advertisers	241,700	18.4%	73,200- 781,800	241,500	17.1%			
5. Local Advertisers	1,072,000	81.6%	458,300- 2,557,200	1,170,900	82.9%			
6. TOTAL BROADCAST REVENUE[b]	$ 1,517,200		$ 890,000-$ 3,096,600	$ 1,374,200				
7. Non Broadcast Revenue	13,600		1,100- 36,900	4,300				
8. Trade-outs & Barter	128,000		32,000- 245,600	169,200				
9. TOTAL BROADCAST EXPENSE	$ 1,522,500	100.0%	$ 909,600-$ 3,452,800	$1,164,800	100.0%			100.0%
From:								
10. Technical	82,200	5.4%	64,800- 341,600	99,000	8.5%	SAMPLE INSUFFICIENT TO BE MEANINGFUL		
11. Program	447,600	29.4%	209,200- 864,800	290,000	24.9%			
12. Selling[c]	440,000	28.9%	227,200- 906,900	247,000	21.2%			
13. General & Administrative	552,700	36.3%	383,400- 1,093,100	528,800	45.4%			
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 606,000	100.0%	$ 424,600-$ 1,381,700	$ 606,200	100.0%			100.0%
From:								
15. Technical	47,300	7.8%	27,500- 205,600	50,300	8.3%			
16. Program	284,800	47.0%	132,300- 639,500	214,000	35.3%			
17. Selling	151,500	25.0%	158,200- 340,100	185,500	30.6%			
18. General & Administrative	122,400	20.2%	84,400- 211,400	156,400	25.8%			
19. Cost of Outside News Service	$ 10,100		$ 8,500-$ 28,000	$ 9,400				
20. Music License Fees	$ 35,100		$ 15,000-$ 67,900	$ 34,100				
21. Depreciation & Amortization	$ 139,400		$ 39,400-$ 268,600	$ 45,700				
22. Interest	$ 200		$ 0-$ 15,200	$ 6,100				
23. PROFIT (Before Federal income tax)	$ (5,300)		$ (926,700)-$ 270,500	$ 209,400				
24. FULLTIME EMPLOYMENT	34		22- 45	26				

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 46 AM/FM REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 2 (1 - 2.5 million population)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (25)			PROFIT ONLY STATIONS (14)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		2.47%	(29.45%)-14.73%		12.18%	3.37%- 17.71%		____%
2. TOTAL TIME SALES	$ 1,392,700	100.0%	$ 424,700-$ 2,320,300	$ 1,869,800	100.0%	$ 424,700- $ 2,800,300		100.0%
From:								
3. Network Compensation	7,000	0.5%	0- 33,000	0	0.0%	0- 21,700		
4. National & Regional Advertisers	222,800	16.0%	40,900- 707,700	409,500	21.9%	62,700- 808,300		
5. Local Advertisers	1,162,900	83.5%	412,100- 1,627,900	1,460,300	78.1%	412,100- 2,075,000		
6. TOTAL BROADCAST REVENUE[b]	$ 1,103,000		$ 416,400-$ 1,986,000	$ 1,598,400		$ 416,400- $ 2,407,300		
7. Non Broadcast Revenue	5,000		0- 19,400	3,300		0- 12,700		
8. Trade-outs & Barter	63,500		10,800- 134,800	49,700		4,600- 147,900		
9. TOTAL BROADCAST EXPENSE	$ 1,075,800	100.0%	$ 490,200-$ 2,015,700	$ 1,403,700	100.0%	$ 366,200- $ 1,973,400		100.0%
From:								
10. Technical	72,100	6.7%	37,400- 128,500	88,400	6.3%	32,200- 123,100		
11. Program	302,300	28.1%	138,700- 483,500	401,500	28.6%	111,300- 582,200		
12. Selling[c]	238,800	22.2%	87,600- 486,300	290,600	20.7%	87,600- 581,800		
13. General & Administrative	462,600	43.0%	215,900- 717,700	623,200	44.4%	146,300- 706,700		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 440,900	100.0%	$ 229,200-$ 784,600	$ 547,700	100.0%	$ 196,700- $ 856,700		100.0%
From:								
15. Technical	32,600	7.4%	14,500- 46,900	42,700	7.8%	11,400- 54,900		
16. Program	176,400	40.0%	87,700- 307,500	175,800	32.1%	68,400- 359,200		
17. Selling	139,300	31.6%	75,200- 269,500	216,900	39.6%	68,500- 269,500		
18. General & Administrative	92,600	21.0%	57,400- 152,500	112,300	20.5%	53,800- 161,400		
19. Cost of Outside News Service	$ 9,000		$ 6,500-$ 12,600	$ 7,500		$ 5,500- $ 11,900		
20. Music License Fees	$ 23,400		$ 10,200-$ 49,100	$ 35,100		$ 10,200- $ 62,100		
21. Depreciation & Amortization	$ 91,700		$ 13,200-$ 222,600	$ 84,000		$ 17,100- $ 167,000		
22. Interest	$ 6,700		$ 300-$ 46,000	$ 1,700		$ 0- $ 46,700		
23. PROFIT (Before Federal income tax)	$ 27,200		$ (328,300)-$ 187,500	$ 194,700		$ 30,600- $ 414,800		
24. FULLTIME EMPLOYMENT	25		13- 30	22		9- 33		

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 47 AM/FM REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 3 (500,000 - 1 million population)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (32)			PROFIT ONLY STATIONS (21)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		8.59%	(6.05%)-25.20%		19.99%	8.59%- 29.91%		___%
2. TOTAL TIME SALES	$ 1,363,200	100.0%	$ 701,300-$ 1,890,700	$ 1,732,900	100.0%	$ 1,107,800- $ 2,072,100	_____	100.0%
From:								
3. Network Compensation	12,300	0.9%	0- 26,400	13,600	0.9%	0- 36,200	_____	____
4. National & Regional Advertisers	204,500	15.0%	84,000- 562,200	275,500	15.9%	137,600 576,800	_____	____
5. Local Advertisers	1,146,400	84.1%	589,200- 1,480,400	1,441,800	83.2%	915,200- 1,567,700	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 1,242,900		$ 624,600-$ 1,634,100	$ 1,546,400		$ 1,003,700- $ 1,845,200	_____	
7. Non Broadcast Revenue	800		0- 13,200	700		0- 18,800	_____	
8. Trade-outs & Barter	54,300		13,700- 89,300	51,200		21,000- 89,300	_____	
9. TOTAL BROADCAST EXPENSE	$ 1,136,100	100.0%	$ 659,900-$ 1,434,900	$ 1,237,300	100.0%	$ 777,200- $ 1,462,800	_____	100.0%
From:								
10. Technical	68,200	6.0%	37,600- 95,800	75,500	6.1%	40,200- 95,800	_____	____
11. Program	327,200	28.8%	180,600- 440,700	347,700	28.1%	207,100- 471,400	_____	____
12. Selling[c]	264,700	23.3%	146,900- 350,300	331,600	26.8%	173,000- 379,100	_____	____
13. General & Administrative	476,000	41.9%	277,400- 578,200	482,500	39.0%	305,400- 608,900	_____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 444,800	100.0%	$ 306,700-$ 616,000	$ 514,700	100.0%	$ 364,400- $ 689,200	_____	100.0%
From:								
15. Technical	20,000	4.5%	12,400- 36,300	21,100	4.1%	13,300- 39,100	_____	____
16. Program	171,300	38.5%	117,000- 264,500	196,600	38.2%	133,800- 275,500	_____	____
17. Selling	159,200	35.8%	91,000- 223,100	192,500	37.4%	125,300- 239,600	_____	____
18. General & Administrative	94,300	21.2%	62,800- 142,100	104,500	20.3%	70,700- 154,300	_____	____
19. Cost of Outside News Service	$ 8,700		$ 6,100-$ 13,300	$ 12,000		$ 6,400- $ 14.700	_____	
20. Music License Fees	$ 31,700		$ 15,200-$ 46,000	$ 39,800		$ 24,100- $ 48,300	_____	
21. Depreciation & Amortization	$ 45,900		$ 29,400-$ 83,700	$ 42,900		$ 28,400- $ 69,800	_____	
22. Interest	$ 5,800		$ 0-$ 76,400	$ 8,100		$ 0- $ 76,400	_____	
23. PROFIT (Before Federal income tax)	$ 106,800		$ (29,300)-$ 346,700	$ 309,100		$ 103,500- $ 416,700	_____	
24. FULLTIME EMPLOYMENT	25		17- 34	27		22- 34	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 48 AM/FM REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 4 (250,000 - 500,000 population)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (50)			PROFIT ONLY STATIONS (34)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		3.93%	(7.31%)-14.45%		8.34%	3.55%- 24.18%		___%
2. TOTAL TIME SALES	$ 909,500	100.0%	$ 481,500-$ 1,416,100	$ 1,141,000	100.0%	$ 679,800- $ 1,468,000		100.0%
From:								
3. Network Compensation	2,700	0.3%	0- 9,900	3,400	0.3%	0- 13,800		
4. National & Regional Advertisers	143,700	15.8%	46,800- 301,000	216,800	19.0%	56,100- 332,800		
5. Local Advertisers	763,100	83.9%	433,000- 1,135,500	920,800	80.7%	564,300- 1,254,000		
6. TOTAL BROADCAST REVENUE[b]	$ 848,100		$ 469,500-$ 1,295,600	$ 1,010,500		$ 656,700- $ 1,457,900		
7. Non Broadcast Revenue	2,900		0- 11,100	3,300		0- 18,100		
8. Trade-outs & Barter	34,500		10,500- 73,700	33,100		3,700- 76,700		
9. TOTAL BROADCAST EXPENSE	$ 814,800	100.0%	$ 491,800-$ 1,270,400	$ 926,200	100.0%	$ 579,500- $ 1,270,400		100.0%
From:								
10. Technical	52,200	6.4%	33,600- 67,300	54,600	5.9%	36,600- 86,200		
11. Program	215,100	26.4%	140,000- 343,800	258,400	27.9%	149,800- 371,700		
12. Selling[c]	193,100	23.7%	100,800- 256,900	217,700	23.5%	121,100- 263,200		
13. General & Administrative	354,400	43.5%	203,000- 520,900	395,500	42.7%	203,000- 526,000		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 382,900	100.0%	$ 233,400-$ 567,000	$ 486,800	100.0%	$ 286,700- $ 577,800		100.0%
From:								
15. Technical	23,800	6.2%	13,900- 34,500	34,100	7.0%	13,900- 42,000		
16. Program	152,000	39.7%	99,900- 213,100	187,900	38.6%	104,400- 247,600		
17. Selling	122,500	32.0%	65,800- 186,200	163,600	33.6%	84,100- 201,900		
18. General & Administrative	84,600	22.1%	51,400- 118,800	101,200	20.8%	62,700- 164,700		
19. Cost of Outside News Service	$ 7,800		$ 5,200-$ 11,000	$ 6,600		$ 4,700- $ 11,000		
20. Music License Fees	$ 19,400		$ 9,900-$ 34,900	$ 24,100		$ 11,400- $ 41,200		
21. Depreciation & Amortization	$ 38,500		$ 23,800-$ 70,700	$ 38,500		$ 24,300- $ 58,900		
22. Interest	$ 9,800		$ 0-$ 35,800	$ 11,100		$ 0- $ 33,200		
23. PROFIT (Before Federal income tax)	$ 33,300		$ (49,000)-$ 83,000	$ 84,300		$ 31,700- $ 231,000		
24. FULLTIME EMPLOYMENT	21		16- 32	24		18- 33		

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

NATIONAL ASSOCIATION OF BROADCASTERS

TABLE 49 AM/FM REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 5 (100,000 - 250,000 population)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (47)			PROFIT ONLY STATIONS (27)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		1.49%	(7.10%)-11.59%		10.46%	4.69%- 14.97%		___%
2. TOTAL TIME SALES	$ 571,200	100.0%	$ 370,000-$ 815,900	$ 540,100	100.0%	$ 423,000- $ 815,900		100.0%
From:								
3. Network Compensation	0	0.0%	0- 1,500	0	0.0%	0- 1,300		
4. National & Regional Advertisers	72,500	12.7%	34,200- 178,300	63,700	11.8%	29,400- 165,300		
5. Local Advertisers	498,700	87.3%	341,700- 646,400	476,400	88.2%	357,700- 756,300		
6. TOTAL BROADCAST REVENUE[b]	$ 559,900		$ 374,500-$ 778,400	$ 559,900		$ 400,300- $ 795,100		
7. Non Broadcast Revenue	1,500		0- 8,800	3,900		0- 12,500		
8. Trade-outs & Barter	7,300		1,300- 30,100	3,100		0- 16,000		
9. TOTAL BROADCAST EXPENSE	$ 551,600	100.0%	$ 347,300-$ 734,700	$ 501,300	100.0%	$ 340,500- $ 714,400		100.0%
From:								
10. Technical	38,600	7.0%	21,400- 51,200	35,100	7.0%	19,100- 47,500		
11. Program	163,300	29.6%	111,700- 197,100	153,400	30.6%	103,600- 198,600		
12. Selling[c]	116,900	21.2%	70,300- 167,900	107,300	21.4%	70,300- 167,900		
13. General & Administrative	232,800	42.2%	140,500- 341,000	205,500	41.0%	140,500- 276,300		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 284,800	100.0%	$ 208,000-$ 362,100	$ 302,000	100.0%	$ 198,200- $ 362,100		100.0%
From:								
15. Technical	15,400	5.4%	8,100- 19,200	16,000	5.3%	5,500- 18,700		
16. Program	113,900	40.0%	73,100- 138,800	115,100	38.1%	72,600- 138,200		
17. Selling	88,600	31.1%	54,500- 123,500	95,100	31.5%	53,300- 116,400		
18. General & Administrative	66,900	23.5%	40,300- 94,700	75,800	25.1%	53,300- 101,000		
19. Cost of Outside News Service	$ 7,900		$ 6,500-$ 10,100	$ 7,400		$ 6,400- $ 9,000		
20. Music License Fees	$ 13,500		$ 9,700-$ 20,400	$ 13,400		$ 9,800- $ 22,200-		
21. Depreciation & Amortization	$ 24,000		$ 11,500-$ 51,400	$ 21,000		$ 11,200- $ 29,200		
22. Interest	$ 3,900		$ 0-$ 25,200	$ 0		$ 0- $ 6,800		
23. PROFIT (Before Federal income tax)	$ 8,300		$ (31,500)-$ 57,700	$ 58,600		$ 16,400- $ 123,300		
24. FULLTIME EMPLOYMENT	19		14- 23	17		13- 22		

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 50 AM/FM REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 6 (50,000 - 100,000 population)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (18)			PROFIT ONLY STATIONS (13)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		1.57%	(6.67%)-7.37%		6.13%	1.36%- 10.81%		%
2. TOTAL TIME SALES	$ 579,200	100.0%	$ 384,300-$ 722,700	$ 601,200	100.0%	$ 456,000- $ 722,700		100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 1,700		
4. National & Regional Advertisers	61,400	10.6%	21,100- 128,700	84,200	14.0%	33,100- 153,700		
5. Local Advertisers	517,800	89.4%	259,700- 653,900	517,000	86.0%	381,000- 653,900		
6. TOTAL BROADCAST REVENUE[b]	$ 565,700		$ 382,500-$ 732,900	$ 593,400		$ 441,900- $ 732,900		
7. Non Broadcast Revenue	4,600		0- 11,400	3,500		0- 16,500		
8. Trade-outs & Barter	11,900		0- 24,400	13,700		0- 27,000		
9. TOTAL BROADCAST EXPENSE	$ 556,800	100.0%	$ 363,800-$ 703,900	$ 557,000	100.0%	$ 386,400- $ 703,900		100.0%
From:								
10. Technical	36,200	6.5%	26,400- 47,400	45,100	8.1%	30,400- 50,000		
11. Program	143,700	25.8%	99,600- 194,200	143,700	25.8%	119,700- 202,000		
12. Selling[c]	135,300	24.3%	69,100- 195,200	128,100	23.0%	62,800- 195,200		
13. General & Administrative	241,600	43.4%	155,400- 345,300	240,100	43.1%	172,100- 317,600		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 255,600	100.0%	$ 147,500-$ 352,900	$ 295,800	100.0%	$ 180,700- $ 352,900		100.0%
From:								
15. Technical	14,800	5.8%	10,500- 22,300	18,100	6.1%	14,200- 24,200		
16. Program	90,000	35.2%	57,200- 118,000	110,900	37.5%	64,900- 129,200		
17. Selling	95,600	37.4%	51,000- 122,100	97,900	33.1%	51,100- 121,000		
18. General & Administrative	55,200	21.6%	27,300- 92,100	68,900	23.3%	23,500- 92,100		
19. Cost of Outside News Service	$ 8,800		$ 5,600-$ 11,500	$ 8,400		$ 6,300- $ 11,400		
20. Music License Fees	$ 14,100		$ 9,800-$ 19,100	$ 15,100		$ 12,000- $ 19,100		
21. Depreciation & Amortization	$ 32,400		$ 18,300-$ 53,700	$ 26,300		$ 17,100- $ 53,700		
22. Interest	$ 18,300		$ 7,500-$ 34,100	$ 12,700		$ 6,900- $ 19,800		
23. PROFIT (Before Federal income tax)	$ 8,900		$ (21,600)-$ 40,200	$ 36,400		$ 8,500- $ 44,600		
24. FULLTIME EMPLOYMENT	19		14- 21	20		15- 21		

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 51 AM/FM REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 7 (25,000 - 50,000 population)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (22)			PROFIT ONLY STATIONS (15)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		3.51%	(1.94%)-9.85%		7.55%	3.16%- 13.30%		___%
2. TOTAL TIME SALES	$ 556,100	100.0%	$ 409,900-$ 649,000	$ 623,700	100.0%	$ 465,300- $ 752,400		100.0%
From:								
3. Network Compensation	0	0.0%	0- 1,000	0	0.0%	0- 500		
4. National & Regional Advertisers	91,200	16.4%	34,700- 131,600	98,500	15.8%	22,100- 135,500		
5. Local Advertisers	464,900	83.6%	329,200- 605,400	525,200	84.2%	372,400- 629,800		
6. TOTAL BROADCAST REVENUE[b]	$ 540,100		$ 406,800-$ 720,900	$ 619,000		$ 444,800- $ 738,700		
7. Non Broadcast Revenue	7,800		0- 17,000	5,900		0- 16,300		
8. Trade-outs & Barter	7,500		0- 23,600	5,600		0- 17,100		
9. TOTAL BROADCAST EXPENSE	$ 521,100	100.0%	$ 411,100-$ 650,200	$ 572,300	100.0%	$ 427,700- $ 670,100		100.0%
From:								
10. Technical	36,000	6.9%	25,400- 42,200	40,600	7.1%	28,400- 45,500		
11. Program	159,500	30.6%	124,300- 212,200	172,800	30.2%	131,000- 206,900		
12. Selling[c]	119,800	23.0%	66,000- 145,400	134,500	23.5%	69,500- 148,800		
13. General & Administrative	205,800	39.5%	161,400- 273,900	224,400	39.2%	164,900- 282,100		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 282,900	100.0%	$ 203,500-$ 377,600	$ 330,200	100.0%	$ 238,200- $ 363,900		100.0%
From:								
15. Technical	15,600	5.5%	5,800- 20,500	18,500	5.6%	10,000- 22,000		
16. Program	112,600	39.8%	78,000- 158,500	128,400	38.9%	84,700- 147,500		
17. Selling	87,100	30.8%	60,500- 114,000	105,000	31.8%	63,300- 118,700		
18. General & Administrative	67,600	23.9%	35,900- 111,000	78,300	23.7%	33,900- 105,300		
19. Cost of Outside News Service	$ 8,000		$ 5,800-$ 9,600	$ 7,000		$ 5,800- $ 8,700		
20. Music License Fees	$ 14,400		$ 11,200-$ 18,400	$ 16,500		$ 12,300- $ 18,400		
21. Depreciation & Amortization	$ 22,200		$ 13,300-$ 35,200	$ 19,100		$ 13,000- $ 28,100		
22. Interest	$ 1,300		$ 100-$ 9,500	$ 1,200		$ 0- $ 9,700		
23. PROFIT (Before Federal income tax)	$ 19,000		$ (10,700)-$ 58,300	$ 46,700		$ 17,200- $ 93,500		
24. FULLTIME EMPLOYMENT	18		15- 24	20		16- 24		

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 52 AM/FM REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 8 (10,000 - 25,000 population)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (85)			PROFIT ONLY STATIONS (58)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		3.03%	(1.71%)-10.69%		7.77%	2.78%- 13.41%		___%
2. TOTAL TIME SALES	$ 380,600	100.0%	$ 273,800-$ 476,200	$ 430,900	100.0%	$ 311,200- $ 498,300		100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0		
4. National & Regional Advertisers	40,300	10.6%	19,600- 68,400	44,000	10.2%	20,800- 72,500		
5. Local Advertisers	340,300	89.4%	236,300- 412,700	386,900	89.8%	273,300- 430,800		
6. TOTAL BROADCAST REVENUE[b]	$ 378,700		$ 274,400-$ 466,000	$ 418,600		$ 312,700- $ 494,600		
7. Non Broadcast Revenue	1,700		0- 9,000	1,700		0- 10,200		
8. Trade-outs & Barter	1,600		0- 10,300	600		0- 9,200		
9. TOTAL BROADCAST EXPENSE	$ 367,200	100.0%	$ 267,400-$ 459,200	$ 386,100	100.0%	$ 276,300- $ 466,700		100.0%
From:								
10. Technical	22,000	6.0%	12,900- 30,300	23,500	6.1%	14,300- 30,800		
11. Program	104,300	28.4%	76,500- 142,300	117,000	30.0%	84,000- 148,900		
12. Selling[c]	65,000	17.7%	45,300- 88,600	72,200	18.7%	48,400- 95,200		
13. General & Administrative	175,900	47.9%	126,800- 218,400	173,400	44.9%	125,000- 218,400		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 174,500	100.0%	$ 141,000-$ 245,000	$ 208,800	100.0%	$ 153,800- $ 262,500		100.0%
From:								
15. Technical	9,400	5.4%	4,800- 14,300	12,100	5.8%	5,000- 15,600		
16. Program	66,700	38.2%	48,500- 84,300	77,300	37.0%	52,500- 105,100		
17. Selling	49,900	28.6%	34,500- 71,100	62,600	30.0%	41,800- 77,900		
18. General & Administrative	48,500	27.8%	34,300- 77,900	56,800	27.2%	36,900- 79,500		
19. Cost of Outside News Service	$ 7,500		$ 5,400-$ 9,500	$ 7,900		$ 5,600- $ 10,000		
20. Music License Fees	$ 10,100		$ 7,600-$ 12,500	$ 11,000		$ 8,900- $ 13,100		
21. Depreciation & Amortization	$ 16,900		$ 8,500-$ 29,100	$ 16,800		$ 8,600- $ 28,400		
22. Interest	$ 5,400		$ 100-$ 18,400	$ 3,000		$ 0- $ 11,900		
23. PROFIT (Before Federal income tax)	$ 11,500		$ (7,800)-$ 39,400	$ 32,500		$ 12,800- $ 68,700		
24. FULLTIME EMPLOYMENT	12		9- 15	13		10- 16		

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 53 AM/FM REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 9 (Under 10,000 population)

REVENUE AND EXPENSE ITEMS Line No.	ALL STATIONS (154) Typical Dollar Figures Col. 1	 Typical Percent Figures Col. 2	 Middle 50% Range Col. 3	PROFIT ONLY STATIONS (108) Typical Dollar Figures Col. 4	 Typical Percent Figures Col. 5	 Middle 50% Range Col. 6	YOUR STATION Dollar Figures Col. 7	 Percent Figures Col. 8
1. PROFIT MARGIN[a]		5.24%	(1.27%)-12.35%		8.67%	4.69%- 15.47%		%
2. TOTAL TIME SALES	$ 245,000	100.0%	$ 168,000-$ 337,700	$ 262,300	100.0%	$ 202,200- $ 351,300		100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0		
4. National & Regional Advertisers	19,600	8.0%	5,900- 31,600	22,000	8.4%	6,800- 37,400		
5. Local Advertisers	225,400	92.0%	158,100- 306,300	240,300	91.6%	172,100- 315,200		
6. TOTAL BROADCAST REVENUE[b]	$ 243,400		$ 172,700-$ 336,600	$ 262,100-		$ 200,700- $ 348,300		
7. Non Broadcast Revenue	0		0- 1,000	0		0- 800		
8. Trade-outs & Barter	700		0- 4,000	400		0- 3,400		
9. TOTAL BROADCAST EXPENSE	$ 230,600	100.0%	$ 165,800-$ 317,800	$ 239,400	100.0%	$ 170,200- $ 313,600		100.0%
From:								
10. Technical	16,400	7.1%	9,600- 25,200	16,500	6.9%	9,600- 25,200		
11. Program	70,100	30.4%	50,800- 87,700	75,400	31.5%	52,900- 88,200		
12. Selling[c]	39,900	17.3%	25,800- 59,500	41,900	17.5%	26,400- 55,700		
13. General & Administrative	104,200	45.2%	68,300- 138,000	105,600	44.1%	67,500- 132,800		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 121,500	100.0%	$ 85,600-$ 166,000	$ 125,500	100.0%	$ 89,800- $ 167,400		100.0%
From:								
15. Technical	7,100	5.8%	3,000- 12,700	8,000	6.4%	3,000- 12,800		
16. Program	48,500	39.9%	30,800- 57,900	49,100	39.1%	33,300- 58,700		
17. Selling	30,700	25.3%	17,200- 43,900	31,600	25.2%	19,800- 42,500		
18. General & Administrative	35,200	29.0%	20,000- 48,900	36,800	29.3%	22,600- 55,400		
19. Cost of Outside News Service	$ 6,100		$ 4,800-$ 8,200	$ 6,300		$ 4,900- $ 8,100		
20. Music License Fees	$ 6,100		$ 4,500-$ 8,600	$ 6,500		$ 4,700- $ 9,200		
21. Depreciation & Amortization	$ 10,800		$ 6 300-$ 17,400	$ 10,700		$ 6,100- $ 16,400		
22. Interest	$ 2,400		$ 0-$ 11,100	$ 1,400		$ 0- $ 8,600		
23. PROFIT (Before Federal income tax)	$ 12,800		$ (2,900)-$ 32,000	$ 22,700		$ 10,300- $ 45,700		
24. FULLTIME EMPLOYMENT	8		6- 11	9		6- 11		

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 54 AM/FM REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 1 ($2 million & over)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (19)			PROFIT ONLY STATIONS (14)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		17.53%	(4.43%)-30.44%		21.53%	16.07%- 32.69%		____%
2. TOTAL TIME SALES	$ 2,789,100	100.0%	$ 2,573,000-$ 4,407,000	$ 2,800,300	100.0%	$ 2,598,500- $ 4,438,700		100.0%
From:								
3. Network Compensation	0	0.0%	0- 36,300	8,400	0.3%	0- 70,000		
4. National & Regional Advertisers	686,100	24.6%	545,100- 948,100	638,500	22.8%	493,200- 1,080,900		
5. Local Advertisers	2,103,000	75.4%	1,824,000- 2,730,500	2,153,400	76.9%	1,972,400- 3,035,200		
6. TOTAL BROADCAST REVENUE[b]	$ 2,412,800		$ 2,213,800-$ 3,614,400	$ 2,414,800		$ 2,327,700- $ 3,854,600		
7. Non Broadcast Revenue	13,400		0- 33,400	8,200		0- 33,300		
8. Trade-outs & Barter	145,000		54,300- 318,900	106,600		49,900- 298,600		
9. TOTAL BROADCAST EXPENSE	$ 1,989,800	100.0%	$ 1,706,100-$ 3,149,900	$ 1,894,900	100.0%	$ 1,668,900- $ 3,189,900		100.0%
From:								
10. Technical	129,300	6.5%	92,000- 328,400	125,100	6.6%	86,200- 257,900		
11. Program	573,100	28.8%	512,100- 822,400	589,300	31.1%	508,600- 969,300		
12. Selling[c]	610,900	30.7%	420,000- 896,800	530,600	28.0%	395,600- 862,100		
13. General & Administrative	676,500	34.0%	633,100- 1,158,200	649,900	34.3%	541,100- 966,800		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 821,400	100.0%	$ 780,200-$ 1,362,400	$ 861,400	100.0%	$ 805,500- $ 1,401,100		100.0%
From:								
15. Technical	62,400	7.6%	40,700- 201,600	58,600	6.8%	41,100- 178,800		
16. Program	331,000	40.3%	264,100- 484,300	347,100	40.3%	279,400- 516,500		
17. Selling	271,100	33.0%	256,000- 446,600	286,900	33.3%	239,800- 451,100		
18. General & Administrative	156,900	19.1%	155,800- 201,900	168,800	19.6%	133,400- 235,200		
19. Cost of Outside News Service	$ 17,500		$ 12,000-$ 26,200	$ 14,700		$ 9,400- $ 26,100		
20. Music License Fees	$ 62,000		$ 52,500-$ 92,100	$ 61,500		$ 52,500- $ 98,100		
21. Depreciation & Amortization	$ 139,400		$ 59,900-$ 185,800	$ 127,800		$ 50,000- $ 178,500		
22. Interest	$ 8,100		$ 0-$ 82,100	$ 10,200		$ 0- $ 81,600		
23. PROFIT (Before Federal income tax)	$ 423,000		$ (114,200)-$ 765,400	$ 519,900		$ 381,900- $ 1,045,100		
24. FULLTIME EMPLOYMENT	35		31- 45	37		29- 47		

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 55 AM/FM REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 2 ($1 million - $2 million)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (52)			PROFIT ONLY STATIONS (39)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		7.80%	(0.98%)-25.15%		16.08%	4.61%- 28.73%		___%
2. TOTAL TIME SALES	$ 1,445,200	100.0%	$ 1,248,900-$ 1,761,500	$ 1,452,100	100.0%	$ 1,238,500- $ 1,770,000		100.0%
From:								
3. Network Compensation	5,800	0.4%	0- 26,800	4,300	0.3%	0- 24,100		
4. National & Regional Advertisers	293,400	20.3%	195,400- 374,400	291,900	20.1%	193,200- 448,400		
5. Local Advertisers	1,146,000	79.3%	965,300- 1,400,900	1,155,900	79.6%	946,400- 1,402,100		
6. TOTAL BROADCAST REVENUE[b]	$ 1,313,000		$ 1,157,900-$ 1,596,300	$ 1,306,100		$ 1,149,500- $ 1,567,100		
7. Non Broadcast Revenue	4,700		500- 28,500	3,400-		100- 25,500		
8. Trade-outs & Barter	46,900		15,300- 100,700	32,300		14,400- 88,700		
9. TOTAL BROADCAST EXPENSE	$ 1,210,600	100.0%	$ 949,400-$ 1,435,800	$ 1,096,100	100.0%	$ 918,900- $ 1,372,400		100.0%
From:								
10. Technical	75,000	6.2%	51,800- 104,500	68,000	6.2%	48,600- 96,700		
11. Program	341,400	28.2%	249,100- 410,000	302,500	27.6%	238,800- 375,800		
12. Selling[c]	261,500	21.6%	224,400- 341,100	248,800	22.7%	215,300- 324,800		
13. General & Administrative	532,700	44.0%	437,100- 669,400	476,800	43.5%	376,500- 608,400		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 513,800	100.0%	$ 458,300-$ 649,600	$ 493,500	100.0%	$ 446,600- $ 615,100		100.0%
From:								
15. Technical	26,700	5.2%	19,100- 43,500	25,200	5.1%	17,200- 40,800		
16. Program	199,900	38.9%	144,700- 265,600	175,200	35.5%	140,700- 251,600		
17. Selling	186,500	36.3%	149,100- 215,600	191,500	38.8%	143,000- 209,800		
18. General & Administrative	100,700	19.6%	80,400- 167,600	101,600	20.6%	80,500- 159,500		
19. Cost of Outside News Service	$ 9,900		$ 7,200-$ 13,100	$ 9,200		$ 6,400- $ 12,400		
20. Music License Fees	$ 32,300		$ 29,000-$ 40,400	$ 32,800		$ 30,100- $ 41,700		
21. Depreciation & Amortization	$ 58,800		$ 42,300-$ 106,400	$ 53,100		$ 36,800- $ 91,600		
22. Interest	$ 10,400		$ 0-$ 52,800	$ 6,800		$ 0- $ 39,100		
23. PROFIT (Before Federal income tax)	$ 102,400		$ (12,200)-$ 298,700	$ 210,000		$ 61,400- $ 352,300		
24. FULLTIME EMPLOYMENT	27		24- 34	26		24- 33		

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 56 AM/FM REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 3 ($500,000 - $1 million)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (88)			PROFIT ONLY STATIONS (60)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		3.63%	(2.68%)-10.11%		7.71%	3.34%- 14.33%		___%
2. TOTAL TIME SALES	$ 718,900	100.0%	$ 604,500-$ 862,500	$ 722,700	100.0%	$ 598,300- $ 844,200		100.0%
From:								
3. Network Compensation	0	0.0%	0- 4,500	0	0.0%	0- 2,600		
4. National & Regional Advertisers	107,800	15.0%	52,500- 177,500	91,100	12.6%	42,500- 159,100		
5. Local Advertisers	611,100	85.0%	500,600- 679,900	631,600	87.4%	504,300- 686,400		
6. TOTAL BROADCAST REVENUE[b]	$ 694,300		$ 594,400-$ 802,400	$ 704,200		$ 592,100- $ 808,300		
7. Non Broadcast Revenue	4,300		0- 13,400	5,800		0- 19,400		
8. Trade-outs & Barter	17,600		5,700- 51,600	13,600		1,800- 32,800		
9. TOTAL BROADCAST EXPENSE	$ 669,100	100.0%	$ 581,100-$ 776,700	$ 649,900	100.0%	$ 552,100- $ 721,500		100.0%
From:								
10. Technical	39,500	5.9%	29,600- 52,400	39,000	6.0%	30,800- 46,700		
11. Program	188,700	28.2%	149,500- 222,400	184,600	28.4%	148,200- 203,700		
12. Selling[c]	156,600	23.4%	117,400- 186,900	148,200	22.8%	110,800- 180,500		
13. General & Administrative	284,300	42.5%	232,000- 361,300	278,100	42.8%	206,300- 331,800		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 341,500	100.0%	$ 298,900-$ 412,600	$ 338,200	100.0%	$ 302,300- $ 383,500		100.0%
From:								
15. Technical	17,400	5.1%	13,500- 23,000	18,600	5.5%	13,300- 21,900		
16. Program	129,100	37.8%	102,100- 155,600	122,800	36.3%	102,100- 147,900		
17. Selling	111,700	32.7%	87,700- 132,500	112,900	33.4%	88,600- 128,600		
18. General & Administrative	83,300	24.4%	62,000- 116,200	83,900	24.8%	62,900- 112,600		
19. Cost of Outside News Service	$ 7,900		$ 5,700-$ 10,800	$ 7,500		$ 5,700- $ 10,400		
20. Music License Fees	$ 16,900		$ 14,000-$ 20,300	$ 17,200		$ 14,400- $ 20,700		
21. Depreciation & Amortization	$ 32,100		$ 23,500-$ 49,600	$ 28,400		$ 20,800- $ 37,900		
22. Interest	$ 10,200		$ 0-$ 31,700	$ 10,100		$ 0- $ 23,500		
23. PROFIT (Before Federal income tax)	$ 25,200		$ (17,500)-$ 73,800	$ 54,300		$ 22,600- $ 94,400		
24. FULLTIME EMPLOYMENT	21		18- 25	20		17- 23		

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 57 AM/FM REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 4 ($400,000 - $500,000)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (59)			PROFIT ONLY STATIONS (46)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		5.98%	0.38%-11.46%		7.77%	4.12%- 12.83%		___ %
2. TOTAL TIME SALES	$ 448,800	100.0%	$ 431,700-$ 479,500	$ 445,200	100.0%	$ 430,900- $ 479,200		100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0		
4. National & Regional Advertisers	46,200	10.3%	21,600- 74,100	45,000	10.1%	21,600- 75,200		
5. Local Advertisers	402,600	89.7%	372,100- 423,700	400,200	89.9%	364,700- 422,800		
6. TOTAL BROADCAST REVENUE[b]	$ 444,900		$ 420,400-$ 469,700	$ 443,300		$ 415,400- $ 469,000		
7. Non Broadcast Revenue	1,800		0- 7,300	1,200		0- 6,400		
8. Trade-outs & Barter	1,900		0- 9,600	700		0- 5,900		
9. TOTAL BROADCAST EXPENSE	$ 418,300	100.0%	$ 377,800-$ 457,700	$ 408,900	100.0%	$ 368,600- $ 436,400		100.0%
From:								
10. Technical	28,900	6.9%	18,000- 36,300	27,800	6.8%	17,500- 34,400		
11. Program	116,300	27.8%	93,400- 142,400	117,800	28.8%	88,600- 136,600		
12. Selling[c]	85,700	20.5%	66,300- 105,700	87,500	21.4%	62,200- 98,000		
13. General & Administrative	187,400	44.8%	146,500- 214,500	175,800	43.0%	142,200- 207,200		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 218,800	100.0%	$ 198,200-$ 256,100	$ 220,100	100.0%	$ 192,000- $ 242,500		100.0%
From:								
15. Technical	12,500	5.7%	5,700- 15,400	12,500	5.7%	5,100- 15,300		
16. Program	79,200	36.2%	59,700- 99,200	78,100	35.5%	56,300- 89,800		
17. Selling	67,800	31.0%	56,000- 77,100	67,400	30.6%	50,700- 74,000		
18. General & Administrative	59,300	27.1%	42,400- 83,100	62,100	28.2%	40,100- 88,900		
19. Cost of Outside News Service	$ 7,800		$ 5,500-$ 9,500	$ 7,600		$ 5,600- $ 9,400		
20. Music License Fees	$ 11,800		$ 10,400-$ 13,100	$ 11,600		$ 10,300- $ 12,900		
21. Depreciation & Amortization	$ 17,100		$ 11,200-$ 25,600	$ 16,900		$ 9,100- $ 25,300		
22. Interest	$ 4,700		$ 0-$ 14,400	$ 4,900		$ 0- $ 15,000		
23. PROFIT (Before Federal income tax)	$ 26,600		$ 1,700-$ 51,900	$ 34,400		$ 18,500- $ 56,700		
24. FULLTIME EMPLOYMENT	14		12- 17	14		11 16		

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 58 AM/FM REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 5 ($300,000 - $400,000)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (75)			PROFIT ONLY STATIONS (48)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		2.46%	(3.79%)-8.31%		6.37%	2.59%- 13.98%		___%
2. TOTAL TIME SALES	$ 348,000	100.0%	$ 330,400-$ 370,900	$ 349,600	100.0%	$ 329,900- $ 372,700		100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0		
4. National & Regional Advertisers	28,200	8.1%	11,700- 56,100	26,600	7.6%	10,700- 53,700		
5. Local Advertisers	319,800	91.9%	290,000- 342,800	323,000	92.4%	292,100- 343,100		
6. TOTAL BROADCAST REVENUE[b]	$ 346,100		$ 329,300-$ 376,400	$ 347,500		$ 328,500- $ 376,300		
7. Non Broadcast Revenue	300		0- 5,600	0		0- 3,900		
8. Trade-outs & Barter	3,400		0- 15,900	1,700		0- 7,300		
9. TOTAL BROADCAST EXPENSE	$ 337,600	100.0%	$ 309,600-$ 381,800	$ 325,400	100.0%	$ 296,600- $ 351,500		100.0%
From:								
10. Technical	20,900	6.2%	13,900- 36,600	21,800	6.7%	13,800- 30,400		
11. Program	100,900	29.9%	83,500- 111,400	98,600	30.3%	78,800- 108,300		
12. Selling[c]	64,200	19.0%	47,900- 78,500	62,500	19.2%	46,600- 70,000		
13. General & Administrative	151,600	44.9%	123,800- 199,000	142,500	43.8%	113,500- 168,700		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 167,100	100.0%	$ 154,700-$ 201,400	$ 170,700	100.0%	$ 142,800- $ 190,700		100.0%
From:								
15. Technical	10,500	6.3%	0- 14,400	9,400	5.5%	0- 14,000		
16. Program	63,800	38.2%	52,200- 77,900	64,500	37.8%	51,700- 71,800		
17. Selling	45,500	27.2%	37,700- 61,200	46,100	27.0%	38,100- 55,300		
18. General & Administrative	47,300	28.3%	33,900- 67,500	50,700	29.7%	32,900- 65,300		
19. Cost of Outside News Service	$ 7,300		$ 5,500-$ 9,200	$ 7,400		$ 5,600- $ 9,400		
20. Music License Fees	$ 9,300		$ 8,100-$ 10,300	$ 9,600		$ 8,200- $ 10,800		
21. Depreciation & Amortization	$ 16,700		$ 10,000-$ 28,700	$ 14,100		$ 8,900- $ 21,400		
22. Interest	$ 4,000		$ 500-$ 16,900	$ 3,000		$ 100- $ 8,900		
23. PROFIT (Before Federal income tax)	$ 8,500		$ (14,100)-$ 31,300	$ 22,100		$ 9,100- $ 49,400		
24. FULLTIME EMPLOYMENT	12		10- 14	12		10- 13		

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 59 AM/FM REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 6 ($200,000 - $300,000)

REVENUE AND EXPENSE ITEMS Line No.	ALL STATIONS (88) Typical Dollar Figures Col. 1	 Typical Percent Figures Col. 2	 Middle 50% Range Col. 3	PROFIT ONLY STATIONS (59) Typical Dollar Figures Col. 4	 Typical Percent Figures Col. 5	 Middle 50% Range Col. 6	YOUR STATION Dollar Figures Col. 7	 Percent Figures Col. 8
1. PROFIT MARGIN[a]		4.81%	(5.13%)-11.99%		9.80%	4.79%- 13.83%		___%
2. TOTAL TIME SALES	$ 253,700	100.0%	$ 228,700-$ 274,100	$ 251,500	100.0%	$ 236,900- $ 274,900	_____	100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0	_____	____
4. National & Regional Advertisers	22,600	8.9%	10,600- 39,400	22,900	9.1%	8,700- 37,700	_____	____
5. Local Advertisers	231,100	91.1%	202,000- 251,900	228,600	90.9%	202,100- 251,300	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 250,700		$ 230,800-$ 271,500	$ 251,500		$ 235,400- $ 271,500	_____	
7. Non Broadcast Revenue	0		0- 2,100	0		0- 1,300	_____	
8. Trade-outs & Barter	700		0- 4,800	100		0- 1,900	_____	
9. TOTAL BROADCAST EXPENSE	$ 238,600	100.0%	$ 216,800-$ 264,600	$ 226,900	100.0%	$ 206,900- $ 244,900	_____	100.0%
From:								
10. Technical	16,200	6.8%	11,100- 21,800	16,800	7.4%	11,400- 22,400	_____	____
11. Program	74,700	31.3%	62,600- 88,400	72,400	31.9%	58,000- 84,300	_____	____
12. Selling[c]	41,500	17.4%	31,700- 50,100	39,200	17.3%	28,200- 45,700	_____	____
13. General & Administrative	106,200	44.5%	79,900- 130,000	98,500	43.4%	73,600- 113,400	_____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 124,900	100.0%	$ 112,500-$ 144,900	$ 122,200	100.0%	$ 105,500- $ 139,500	_____	100.0%
From:								
15. Technical	6,600	5.3%	3,400- 11,300	7,300	6.0%	4,200- 12,700	_____	____
16. Program	49,600	39.7%	38,600- 61,100	48,600	39.8%	35,900- 59,800	_____	____
17. Selling	32,600	26.1%	26,500- 41,400	30,700	25.1%	24,500- 38,000	_____	____
18. General & Administrative	36,100	28.9%	25,400- 41,900	35,600	29.1%	24,600- 40,400	_____	____
19. Cost of Outside News Service	$ 6,200		$ 5,100-$ 7,800	$ 6,300		$ 5,000- $ 7,700	_____	
20. Music License Fees	$ 6,500		$ 5,700-$ 7,600	$ 6,500		$ 5,600- $ 7,400	_____	
21. Depreciation & Amortization	$ 10,700		$ 7,500-$ 16,100	$ 9,900		$ 6,900- $ 13,200	_____	
22. Interest	$ 3,700		$ 0-$ 10,700	$ 1,400		$ 0- $ 6,700	_____	
23. PROFIT (Before Federal income tax)	$ 12,100		$ (13,300)-$ 30,700	$ 24,600		$ 12,700- $ 35,500	_____	
24. FULLTIME EMPLOYMENT	9		7- 11	8		6- 10	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 60 AM/FM REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 7 ($150,000 - $200,000)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (39)			PROFIT ONLY STATIONS (20)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		1.50%	(7.40%)-6.28%		5.97%	4.98%- 12.85%		___%
2. TOTAL TIME SALES	$ 167,600	100.0%	$ 162,000-$ 190,700	$ 167,800	100.0%	$ 164,300- $ 188,800		100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0		
4. National & Regional Advertisers	10,900	6.5%	1,900- 28,200	10,900	6.5%	3,300- 27,600		
5. Local Advertisers	156,700	93.5%	142,700- 164,400	156,900	93.5%	145,800- 167,800		
6. TOTAL BROADCAST REVENUE[b]	$ 167,600		$ 160,700-$ 185,200	$ 168,300		$ 162,100- $ 184,800		
7. Non Broadcast Revenue	0		0- 700	0		0- 300		
8. Trade-outs & Barter	700		0- 3,100	0		0- 2,900		
9. TOTAL BROADCAST EXPENSE	$ 165,100	100.0%	$ 153,900-$ 191,800	$ 158,300	100.0%	$ 146,600- $ 165,600		100.0%
From:								
10. Technical	12,200	7.4%	7,000- 19,800	9,500	6.0%	4,500- 13,500		
11. Program	52,000	31.5%	46,100- 58,200	54,300	34.3%	46,500- 56,800		
12. Selling[c]	31,500	19.1%	23,900- 37,100	26,900	17.0%	20,100- 33,900		
13. General & Administrative	69,400	42.0%	61,500- 85,100	67,600	42.7%	57,700- 74,500		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 85,400	100.0%	$ 78,100-$ 103,000	$ 83,900	100.0%	$ 77,300- $ 93,800		100.0%
From:								
15. Technical	4,900	5.7%	2,500- 9,900	3,500	4.2%	1,200- 6,400		
16. Program	34,600	40.5%	26,400- 38,300	36,500	43.5%	28,600- 38,500		
17. Selling	22,100	25.9%	15,900- 29,300	21,900	26.1%	13,400- 29,000		
18. General & Administrative	23,800	27.9%	16,900- 36,000	22,000	26.2%	16,900- 36,100		
19. Cost of Outside News Service	$ 5,200		$ 4,100-$ 7,900	$ 4,900		$ 3,900- $ 6,000		
20. Music License Fees	$ 4,500		$ 4,100-$ 5,600	$ 4,600		$ 4,400- $ 5,400		
21. Depreciation & Amortization	$ 6,400		$ 3,500-$ 8,900	$ 5,200		$ 2,800- $ 7,100		
22. Interest	$ 300		$ 0-$ 4,600	$ 100		$ 0- $ 3,000		
23. PROFIT (Before Federal income tax)	$ 2,500		$ (12,000)-$ 10,800	$ 10,000		$ 8,200- $ 21,900		
24. FULLTIME EMPLOYMENT	7		6- 8	7		5- 7		

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 61 AM/FM REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 8 (Under $150,000)

REVENUE AND EXPENSE ITEMS Line No.	ALL STATIONS (26) Typical Dollar Figures Col. 1	 Typical Percent Figures Col. 2	 Middle 50% Range Col. 3	PROFIT ONLY STATIONS (10) Typical Dollar Figures Col. 4	 Typical Percent Figures Col. 5	 Middle 50% Range Col. 6	YOUR STATION Dollar Figures Col. 7	 Percent Figures Col. 8
1. PROFIT MARGIN[a]		(6.53%)	(26.82%)-4.14%		6.20%	1.81%- 19.89%		___%
2. TOTAL TIME SALES	$ 121,200	100.0%	$ 102,400-$ 138,800	$ 120,000	100.0%	$ 98,100- $ 132,500		100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0		
4. National & Regional Advertisers	9,900	8.2%	0- 19,600	10,800	9.0%	1,400- 23,500		
5. Local Advertisers	111,300	91.8%	91,500- 124,900	109,200	91.0%	87,500- 115,500		
6. TOTAL BROADCAST REVENUE[b]	$ 119,800		$ 101,700-$ 136,800	$ 115,500		$ 98,400- $ 131,700		
7. Non Broadcast Revenue	0		0- 200	0		0- 0		
8. Trade-outs & Barter	200		0- 5,800	400		100- 5,600		
9. TOTAL BROADCAST EXPENSE	$ 127,600	100.0%	$ 105,200-$ 152,700	$ 108,300	100.0%	$ 90,000- $ 123,900		100.0%
From:								
10. Technical	11,100	8.7%	8,700- 20,200	10,000	9.2%	7,200- 18,700		
11. Program	44,700	35.0%	35,900- 53,900	38,700	35.7%	30,600- 47,600		
12. Selling[c]	17,500	13.7%	9,200- 25,100	13,800	12.8%	6,900- 26,200		
13. General & Administrative	54,300	42.6%	39,200- 72,000	45,800	42.3%	21,300- 52,200		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 60,700	100.0%	$ 48,200-$ 74,000	$ 54,300	100.0%	$ 32,900- $ 66,600		100.0%
From:								
15. Technical	4,900	8.0%	2,200- 9,600	5,000	9.2%	1,600- 9,600		
16. Program	30,100	49.6%	19,000- 33,900	22,600	41.6%	9,900- 31,200		
17. Selling	9,600	15.9%	3,700- 20,900	9,200	16.9%	0- 14,400		
18. General & Administrative	16,100	26.5%	9,800- 24,200	17,500	32.3%	7,800- 26,800		
19. Cost of Outside News Service	$ 5,800		$ 4,800-$ 9,100	$ 5,500		$ 4,500- $ 7,200		
20. Music License Fees	$ 3,200		$ 2,400-$ 4,300	$ 3,200		$ 2,500- $ 4,300		
21. Depreciation & Amortization	$ 6,200		$ 2,400-$ 10,900	$ 3,800		$ 1,900- $ 8,500		
22. Interest	$ 300		$ 0-$ 7,200	$ 0		$ 0- $ 700		
23. PROFIT (Before Federal income tax)	$ (7,800)		$ (32,400)-$ 5,200	$ 7,200		$ 2,000- $ 18,500		
24. FULLTIME EMPLOYMENT	5		4- 7	4		3- 6		

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 62 **DAYTIME STATIONS, NATIONWIDE**

REVENUE AND EXPENSE ITEMS Line No.	ALL STATIONS (216) Typical Dollar Figures Col. 1	 Typical Percent Figures Col. 2	 Middle 50% Range Col. 3	PROFIT ONLY STATIONS (132) Typical Dollar Figures Col. 4	 Typical Percent Figures Col. 5	 Middle 50% Range Col. 6	YOUR STATION Dollar Figures Col. 7	 Percent Figures Col. 8
1. PROFIT MARGIN[a]		2.36%	(7.77%)-10.37%		8.40	4.00%- 16.22%		%
2. TOTAL TIME SALES	$ 167,400	100.0%	$ 111,100-$ 284,700	$ 205,600	100.0%	$ 128,700- $ 326,300		100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0		
4. National & Regional Advertisers	11,600	6.9%	700- 26,100	11,500	5.6%	0- 26,600		
5. Local Advertisers	155,800	93.1%	101,700- 253,700	194,100	94.4%	115,700- 293,900		
6. TOTAL BROADCAST REVENUE[b]	$ 164,.800		$ 111,000-$ 281,500	$ 206,600		$ 126,800- $ 328,000		
7. Non Broadcast Revenue	0		0- 800	0		0- 1,000		
8. Trade-outs & Barter	4,000		0- 10,200	3,100		0- 9,800		
9. TOTAL BROADCAST EXPENSE	$ 160,900	100.0%	$ 116,300-$ 270,700	$ 189,200	100.0%	$ 117,100- $ 277,800		100.0%
From:								
10. Technical	7,400	4.6%	4,500- 14,500	9,800	5.2%	5,200- 17,100		
11. Program	46,300	28.8%	35,700- 73,000	55,800	29.5%	37,200- 76,200		
12. Selling[c]	30,300	18.8%	17,600- 59,300	38,400	20.3%	17,800- 62,700		
13. General & Administrative	76,900	47.8%	53,700- 130,900	85,200	45.0%	52,800- 126,000		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 78,000	100.0%	$ 54,900-$ 139,500	$ 97,600	100.0%	$ 59,100- $ 148,900		100.0%
From:								
15. Technical	2,900	3.7%	400- 6,300	3,900	4.0%	1,300- 7,000		
16. Program	29,200	37.5%	21,500- 47,700	34,900	35.8%	21,700- 49,700		
17. Selling	20,600	26.4%	11,500- 40,200	26,800	27.4%	11,400- 45,700		
18. General & Administrative	25,300	32.4%	15,400- 39,800	32,000	32.8%	15,900- 43,500		
19. Cost of Outside News Service	$ 5,000		$ 3,400-$ 7,400	$ 5,000		$ 3,600- $ 7,500		
20. Music License Fees	$ 4,600		$ 2,800-$ 7,000	$ 5,100		$ 3,300- $ 8,300		
21. Depreciation & Amortization	$ 7,500		$ 4,300-$ 15,000	$ 7,000		$ 4,400- $ 12,700		
22. Interest	$ 3,100		$ 200-$ 9,700	$ 2,000		$ 100- $ 8,600		
23. PROFIT (Before Federal income tax)	$ 3,900		$ (10,500)-$ 19,300	$ 17,400		$ 6,500- $ 33,800		
24. FULLTIME EMPLOYMENT	6		4- 9	7		4- 10		

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 63 DAYTIME REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 1 (1 million population & over)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (26)			PROFIT ONLY STATIONS (16)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		1.31%	(9.02%)-10.30%		5.86%	1.97%- 14.03%		___%
2. TOTAL TIME SALES	$ 341,100	100.0%	$ 200,500-$ 562,500	$ 427,200	100.0%	$ 316,800- $ 602,500		100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0		
4. National & Regional Advertisers	20,800	6.1%	0- 114,200	26,500	6.2%	0- 133,400		
5. Local Advertisers	320,300	93.9%	177,000- 462,300	400,700	93.8%	262,400- 494,700		
6. TOTAL BROADCAST REVENUE[b]	$ 355,100		$ 198,400-$ 558,300	$ 415,700		317,500- $ 596,400		
7. Non Broadcast Revenue	0		0- 6,400	300		0- 10,200		
8. Trade-outs & Barter	10,500		2,000- 18,500	15,200		0- 27,500		
9. TOTAL BROADCAST EXPENSE	$ 350,400	100.0%	$ 229,500-$ 498,400	$ 391,300	100.0%	$ 285,400- $ 514,500		100.0%
From:								
10. Technical	14,400	4.1%	6,400- 31,400	22,300	5.7%	11,900- 37,300		
11. Program	89,400	25.5%	51,500- 128,800	100,900	25.8%	51,500- 138,900		
12. Selling[c]	81,600	23.3%	37,700- 105,200	91,600	23.4%	52,800- 109,300		
13. General & Administrative	165,000	47.1%	112,700- 241,100	176,500	45.1%	134,900- 241,100		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 176,700	100.0%	$ 92,200-$ 229,100	$ 212,500	100.0%	$ 138,100- $ 247,600		100.0%
From:								
15. Technical	6,500	3.7%	800- 16,400	8,900	4.2%	1,900- 21,000		
16. Program	68,200	38.6%	31,000- 93,500	70,600	33.2%	33,900- 95,900		
17. Selling	49,000	27.7%	20,400- 78,700	66,900	31.5%	36,900- 85,900		
18. General & Administrative	53,000	30.0%	32,900- 76,000	66,100	31.1%	39,000- 76,700		
19. Cost of Outside News Service	$ 6,200		$ 5,200-$ 8,400	$ 6,300		$ 5,700- $ 9,700		
20. Music License Fees	$ 8,400		$ 5,000-$ 14,400	$ 11,500		$ 8,100- $ 15,600		
21. Depreciation & Amortization	$ 9,600		$ 4,700-$ 29,000	$ 9,600		$ 5,700- $ 15,000		
22. Interest	$ 2,500		$ 100-$ 18,300	$ 2,400		$ 100- $ 13,400		
23. PROFIT (Before Federal income tax)	$ 4,700		$ (21,300)-$ 32,000	$ 24,400		$ 7,300- $ 68,400		
24. FULLTIME EMPLOYMENT	9		7- 15	10		9- 16		

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 64 DAYTIME REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 2 (100,000 - 1 million population)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (37)			PROFIT ONLY STATIONS (18)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		(1.77%)	(19.69%)-8.92%		8.92%	4.02%- 17.18%		___%
2. TOTAL TIME SALES	$ 178,900	100.0%	$ 105,200-$ 356,000	$ 185,900	100.0%	$ 108,800- $ 405,400		100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0		
4. National & Regional Advertisers	10,600	5.9%	0- 25,300	7,300	3.9%	0- 29,800		
5. Local Advertisers	168,300	94.1%	100,200- 309,400	178,600	96.1%	108,800- 390,600		
6. TOTAL BROADCAST REVENUE[b]	$ 174,800		$ 104,700-$ 334,900	$ 191,400		$ 108,800- $ 384,300		
7. Non Broadcast Revenue	0		0- 700	0		0- 1,100		
8. Trade-outs & Barter	8,300		2,700- 16,700	8,500		3,100- 12,700		
9. TOTAL BROADCAST EXPENSE	$ 177,900	100.0%	$ 116,200-$ 345,700	$ 174,300	100.0%	$ 91,000- $ 324,100		100.0%
From:								
10. Technical	7,300	4.1%	4,400- 14,900	7,700	4.4%	4,700- 16,100		
11. Program	50,900	28.6%	36,900- 84,000	57,300	32.9%	36,100- 70,400		
12. Selling[c]	35,900	20.2%	14,000- 73,600	43,100	24.7%	14,100- 77,500		
13. General & Administrative	83,800	47.1%	51,100- 193,900	66,200	38.0%	37,100- 200,700		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 78,500	100.0%	$ 52,400-$ 156,900	$ 83,000	100.0%	$ 40,900- $ 152,300		100.0%
From:								
15. Technical	2,600	3.3%	0- 7,000	2,300	2.8%	0- 6,100		
16. Program	34,100	43.5%	22,200- 49,700	33,700	40.6%	19,600- 49,700		
17. Selling	18,800	23.9%	8,400- 47,200	22,300	26.9%	5,600- 46,200		
18. General & Administrative	23,000	29.3%	15,400- 46,300	24,700	29.7%	8,300- 49,800		
19. Cost of Outside News Service	$ 4,800		$ 3,800-$ 8,600	$ 4,800		$ 4,400- $ 9,600		
20. Music License Fees	$ 5,100		$ 2,800-$ 7,400	$ 4,000		$ 2,600- $ 8,000		
21. Depreciation & Amortization	$ 10,200		$ 3,700-$ 29,700	$ 8,100		$ 3,600- $ 19,600		
22. Interest	$ 3,300		$ 100-$ 20,200	$ 2,800		$ 0- $ 16,800		
23. PROFIT (Before Federal income tax)	$ (3,100)		$ (50,900)-$ 17,000	$ 17,100		$ 9,000- $ 39,300		
24. FULLTIME EMPLOYMENT	6		4- 11	6		4- 10		

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 65 DAYTIME REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 3 (10,000 to 100,000 population)

REVENUE AND EXPENSE ITEMS Line No.	ALL STATIONS (44) Typical Dollar Figures Col. 1	 Typical Percent Figures Col. 2	 Middle 50% Range Col. 3	PROFIT ONLY STATIONS (27) Typical Dollar Figures Col. 4	 Typical Percent Figures Col. 5	 Middle 50% Range Col. 6	YOUR STATION Dollar Figures Col. 7	 Percent Figures Col. 8
1. PROFIT MARGIN[a]		4.73%	(9.11%)-14.20%		10.59%	5.75%- 21.99%		%
2. TOTAL TIME SALES	$ 236,300	100.0%	$ 158,600-$ 368,500	$ 309,900	100.0%	$ 180,500- $ 393,100		100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0		
4. National & Regional Advertisers	19,400	8.2%	5,900- 48,000	15,500	5.0%	0- 50,800		
5. Local Advertisers	216,900	91.8%	136,200- 297,400	294,400	95.0%	168,000- 373,100		
6. TOTAL BROADCAST REVENUE[b]	$ 229,900		$ 156,600-$ 355,200	$ 305,600		$ 178,600- $ 393,500		
7. Non Broadcast Revenue	0		0- 1,400	0		0- 1,100		
8. Trade-outs & Barter	7,900		1,600- 12,300	7,900		2,800- 11,400		
9. TOTAL BROADCAST EXPENSE	$ 219,000	100.0%	$ 167,200-$ 328,900	$ 273,200	100.0%	$ 174,000- $ 337,300		100.0%
From:								
10. Technical	9,600	4.4%	6,200- 16,300	10,100	3.7%	6,100- 16,400		
11. Program	63,300	28.9%	42,000- 86,400	73,000	26.7%	48,800- 93,900		
12. Selling[c]	41,600	19.0%	27,100- 77,200	63,100	23.1%	35,600- 82,900		
13. General & Administrative	104,500	47.7%	80,700- 147,200	127,000	46.5%	80,100- 163,100		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 118,300	100.0%	$ 79,500-$ 161,700	$ 152,000	100.0%	$ 94,900- $ 179,00		100.0%
From:								
15. Technical	4,200	3.5%	0- 5,900	5,500	3.6%	0- 6,000		
16. Program	42,100	35.6%	26,400- 64,000	53,800	35.4%	36,100- 66,000		
17. Selling	36,300	30.7%	20,700- 53,000	47,900	31.5%	25,000- 60,000		
18. General & Administrative	35,700	30.2%	21,200- 48,400	44,800	29.5%	23,800- 52,600		
19. Cost of Outside News Service	$ 5,200		$ 4,100-$ 8,300	$ 5,200		$ 4,400- $ 8,300		
20. Music License Fees	$ 5,600		$ 3,700-$ 9,600	$ 6,700		$ 4,800- $ 10,300		
21. Depreciation & Amortization	$ 9,600		$ 4,900-$ 18,700	$ 9,200		$ 5,300- $ 16,500		
22. Interest	$ 5,100		$ 100-$ 13,700	$ 2,200		$ 0- $ 9,600		
23. PROFIT (Before Federal income tax)	$ 10,900		$ (16,300)-$ 35,300	$ 32,400		$ 12,000- $ 67,200		
24. FULLTIME EMPLOYMENT	9		6- 11	9		7- 11		

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 66 DAYTIME REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 4 (Under 10,000 population)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (109)			PROFIT ONLY STATIONS (71)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		2.94%	(2.14%)-10.57%		8.39%	3.67%- 13.69%		___%
2. TOTAL TIME SALES	$ 134,500	100.0%	$ 99,500-$ 208,400	$ 152,100	100.0%	$ 111,200- $ 221,100		100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0		
4. National & Regional Advertisers	9,700	7.2%	1,000- 18,500	9,600	6.3%	1,300- 18,500		
5. Local Advertisers	124,800	92.8%	87,200- 186,600	142,500	93.7%	101,100- 209,500		
6. TOTAL BROADCAST REVENUE[b]	$ 134,400		$ 100,200-$ 208,000	$ 154,100		$ 110,000- $ 221,700		
7. Non Broadcast Revenue	0		0- 400	0		0- 600		
8. Trade-outs & Barter	1,500		0- 4,800	1,400		0- 4,600		
9. TOTAL BROADCAST EXPENSE	$ 130,400	100.0%	$ 99,900-$ 198,500	$ 141,200	100.0%	$ 98,000- $ 201,300		100.0%
From:								
10. Technical	7,000	5.4%	3,900- 12,800	7,900	5.6%	4,500 14,300		
11. Program	40,000	30.7%	29,600- 54,200	41,900	29.7%	26,100- 55,400		
12. Selling[c]	24,300	18.6%	14,100- 37,700	25,900	18.3%	13,000- 38,400		
13. General & Administrative	59,100	45.3%	42,100- 88,700	65,500	46.4%	42,500- 88,100		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 66,400	100.0%	$ 50,500-$ 101,700	$ 72,400	100.0%	$ 50,800- $ 102,200		100.0%
From:								
15. Technical	2,700	4.1%	600- 4,900	3,200	4.4%	1,300- 6,800		
16. Program	24,000	36.1%	18,500 34,000	24,800	34.3%	17,100- 34,300		
17. Selling	17,900	26.9%	9,800- 27,100	19,600	27.0%	8,400- 27,100		
18. General & Administrative	21,800	32.9%	12,800- 31,100	24,800	34.3%	14,000- 31,800		
19. Cost of Outside News Service	$ 4,700		$ 2,600-$ 6,400	$ 4,400		$ 1,700- $ 6,300		
20. Music License Fees	$ 3,700		$ 2,300-$ 5,400	$ 4,300		$ 3,100- $ 6,400		
21. Depreciation & Amortization	$ 6,800		$ 3,500-$ 11,000	$ 6,400		$ 3,600- $ 9,500		
22. Interest	$ 2,500		$ 200-$ 7,700	$ 1,900		$ 200- $ 6,500		
23. PROFIT (Before Federal income tax)	$ 4,000		$ (2,500)-$ 17,800	$ 12,900		$ 4,900- $ 24,000		
24. FULLTIME EMPLOYMENT	5		4- 7	5		4- 7		

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 67 DAYTIME REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 1 ($500,000 & over)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (14)			PROFIT ONLY STATIONS (13)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		13.92%	1.79%-32.68%		14.77%	2.68%- 32.68%		___%
2. TOTAL TIME SALES	$ 617,600	100.0%	$ 559,200-$ 681,000	$ 616,000	100.0%	$ 559,200- $ 664,300		100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0		
4. National & Regional Advertisers	96,300	15.6%	26,100- 184,200	99,800	16.2%	33,200- 184,200		
5. Local Advertisers	521,300	84.4%	386,300- 643,400	516,200	83.8%	386,300- 592,500		
6. TOTAL BROADCAST REVENUE[b]	$ 603,000		$ 561,400-$ 672,800	$ 589,900		$ 562,400- $ 653,800		
7. Non Broadcast Revenue	600		0- 15,000	500		0- 10,200		
8. Trade-outs & Barter	17,500		8,400- 39,400	17,800		11,400- 39,400		
9. TOTAL BROADCAST EXPENSE	$ 519,100	100.0%	$ 416,300-$ 699,300	$ 502,800	100.0%	$ 416,300- $ 592,500		100.0%
From:								
10. Technical	24,400	4.7%	17,700- 48,000	19,100	3.8%	17,700- 48,000		
11. Program	134,500	25.9%	111,300- 228,300	127,700	25.4%	111,300- 176,100		
12. Selling[c]	120,400	23.2%	81,200- 171,600	116,700	23.2%	81,200- 155,600		
13. General & Administrative	239,800	46.2%	176,400- 285,600	239,300	47.6%	176,400- 285,500		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 268,700	100.0%	$ 226,400-$ 381,900	$ 260,000	100.0%	$ 226,400- $ 338,900		100.0%
From:								
15. Technical	11,000	4.1%	6,600- 21,400	10,700	4.1%	6,600- 17,000		
16. Program	95,900	35.7%	75,000- 120,600	96,700	37.2%	75,000- 116,300		
17. Selling	94,100	35.0%	60,600- 133,800	92,800	35.7%	60,600- 120,000		
18. General & Administrative	67,700	25.2%	39,400- 140,500	59,800	23.0%	39,400- 140,500		
19. Cost of Outside News Service	$ 6,500		$ 4,800-$ 10,100	$ 6,500		$ 4,800- $ 10,100		
20. Music License Fees	$ 14,500		$ 12,600-$ 19,400	$ 14,000		$ 12,600- $ 16,600		
21. Depreciation & Amortization	$ 15,600		$ 8,600-$ 25,800	$ 15,500		$ 8,600- $ 23,900		
22. Interest	$ 800		$ 0-$ 13,200	$ 500		$ 0- $ 13,200		
23. PROFIT (Before Federal income tax)	$ 83,900		$ 10,300-$ 208,700	$ 87,100		$ 15,800- $ 208,700		
24. FULLTIME EMPLOYMENT	15		11- 18	15		11- 17		

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 68 DAYTIME REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 2 ($350,000 - $500,000)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (20)			PROFIT ONLY STATIONS (16)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		8.30%	1.32%-18.01%		8.46%	7.44%- 20.93%		____%
2. TOTAL TIME SALES	$ 399,000	100.0%	$ 371,300-$ 413,800	$ 399,000	100.0%	$ 371,700- $ 411,500	_____	100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0	_____	_____
4. National & Regional Advertisers	17,600	4.4%	0- 59,600	4,400	1.1%	0- 37,900	_____	_____
5. Local Advertisers	381,400	95.6%	322,400- 403,200	394,600	98.9%	335,600- 409,600	_____	_____
6. TOTAL BROADCAST REVENUE[b]	$ 390,400		$ 362,800-$ 403,700	$ 390,400		$ 368,600- $ 400,800	_____	
7. Non Broadcast Revenue	200		0- 2,600	200		0- 1,700	_____	
8. Trade-outs & Barter	8,500		500- 14,700	8,500		0- 13,500	_____	
9. TOTAL BROADCAST EXPENSE	$ 358,000	100.0%	$ 317,400-$ 400,000	$ 357,400	100.0%	$ 303,300- $ 354,000	_____	100.0%
From:								
10. Technical	12,900	3.6%	8,400- 24,100	12,900	3.6%	7,800- 21,500	_____	_____
11. Program	83,400	23.3%	66,500- 92,600	82,200	23.0%	64,000- 83,900	_____	_____
12. Selling[c]	81,300	22.7%	63,900- 91,500	82,200	23.0%	58,500- 90,900	_____	_____
13. General & Administrative	180,400	50.4%	145,500- 219,600	180,100	50.4%	139,700- 188,000	_____	_____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 183,900	100.0%	$ 154,700-$ 198,700	$ 181,500	100.0%	$ 146,600- $ 182,000	_____	100.0%
From:								
15. Technical	6,300	3.4%	1,900- 12,300	5,600	3.1%	800- 9,500	_____	_____
16. Program	57,400	31.2%	36,500- 68,800	55,000	30.3%	36,000- 56,900	_____	_____
17. Selling	57,700	31.4%	42,600- 62,000	58,100	32.0%	42,600- 60,200	_____	_____
18. General & Administrative	62,500	34.0%	44,900- 75,200	62,800	34.6%	46,000- 75,900	_____	_____
19. Cost of Outside News Service	$ 8,300		$ 5,500-$ 9,700	$ 7,100		$ 5,000- $ 9,400	_____	
20. Music License Fees	$ 10,100		$ 8,500-$ 11,500	$ 10,200		$ 8,700- $ 11,500	_____	
21. Depreciation & Amortization	$ 18,900		$ 7,300-$ 34,700	$ 14,000		$ 5,400- $ 26,900	_____	
22. Interest	$ 8,900		$ 2,500-$ 33,400	$ 8,100		$ 1,800- $ 15,600	_____	
23. PROFIT (Before Federal income tax)	$ 32,400-		$ 5,200-$ 67,200	$ 33,000		$ 27,900- $ 78,400	_____	
24. FULLTIME EMPLOYMENT	11		10- 12	10		10- 11	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 69 DAYTIME REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 3 ($250,000 - $350,000)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (29)			PROFIT ONLY STATIONS (21)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		4.74%	(4.78%)-15.10%		8.39%	2.95%- 19.75%		___%
2. TOTAL TIME SALES	$ 307,300	100.0%	$ 273,700-$ 331,400	$ 298,900	100.0%	$ 274,400- $ 325,800		100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0		
4. National & Regional Advertisers	24,900	8.1%	5,300- 46,800	24,200	8.1%	5,000- 44,600		
5. Local Advertisers	282,400	91.9%	251,600- 296,800	274,700	91.9%	248,100- 296,800		
6. TOTAL BROADCAST REVENUE[b]	$ 297,100		$ 273,500-$ 328,000	$ 297,100		$ 277,400- $ 325,500		
7. Non Broadcast Revenue	0		0- 1,600	0		0- 3,100		
8. Trade-outs & Barter	6,200		0- 19,300	6,100		0- 15,900		
9. TOTAL BROADCAST EXPENSE	$ 283,000	100.0%	$ 243,200-$ 327,400	$ 272,200	100.0%	$ 237,800- $ 302,900		100.0%
From:								
10. Technical	13,000	4.6%	8,500- 20,200	13,900	5.1%	8,500- 21,800		
11. Program	77,300	27.3%	62,300- 97,300	72,400	26.6%	59,700- 90,800		
12. Selling[c]	62,800	22.2%	44,400- 86,400	62,300	22.9%	43,200- 86,600		
13. General & Administrative	129,900	45.9%	89,300- 157,700	123,600	45.4%	82,000- 145,300		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 145,700	100.0%	$ 117,500-$ 168,000	$ 148,100	100.0%	$ 111,700- $ 162,100		100.0%
From:								
15. Technical	5,500	3.8%	2,900- 9,500	5,900	4.0%	3,200- 10,900		
16. Program	53,900	37.0%	40,900- 68,200	53,200	35.9%	38,700- 63,200		
17. Selling	44,900	30.8%	34,900- 55,400	46,200	31.2%	30,100- 57,100		
18. General & Administrative	41,400	28.4%	26,700- 45,400	42,800	28.9%	22,900- 43,700		
19. Cost of Outside News Service	$ 5,300		$ 3,400-$ 8,200	$ 4,600		$ 3,400- $ 8,200		
20. Music License Fees	$ 7,500		$ 6,200-$ 8,400	$ 7,500		$ 5,400- $ 8,400		
21. Depreciation & Amortization	$ 12,600		$ 7,500-$ 18,900	$ 10,100		$ 6,700- $ 16,300		
22. Interest	$ 7,600		$ 300-$ 15,800	$ 3,900		$ 300- $ 10,200		
23. PROFIT (Before Federal income tax)	$ 14,100		$ (15,600)-$ 43,300	$ 24,900		$ 9,600- $ 54,700		
24. FULLTIME EMPLOYMENT	9		8- 11	9		7- 11		

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 70 DAYTIME REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 4 ($150,000 - $250,000)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (64)			PROFIT ONLY STATIONS (41)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		3.54%	(6.73%)-8.96%		7.72%	4.14%- 11.35%		___%
2. TOTAL TIME SALES	$ 188,300	100.0%	$ 161,400-$ 220,900	$ 184,000	100.0%	$ 161,200- $ 218,500	_____	100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0	_____	_____
4. National & Regional Advertisers	15,100	8.0%	3,100- 24,400	11,400	6.2%	0- 21,200	_____	_____
5. Local Advertisers	173,200	92.0%	152,300- 206,500	172,600	93.8%	150,700- 209,700	_____	_____
6. TOTAL BROADCAST REVENUE[b]	$ 189,000		$ 161,200-$ 219,300	$ 181,900		$ 161,300- $ 219,300	_____	
7. Non Broadcast Revenue	0		0- 1,200	0		0- 1,400	_____	
8. Trade-outs & Barter	4,600		500- 10,700	4,000		0- 7,500	_____	
9. TOTAL BROADCAST EXPENSE	$ 182,300	100.0%	$ 163,400-$ 223,200	$ 167,900	100.0%	$ 151,800- $ 200,500	_____	100.0%
From:								
10. Technical	7,700	4.2%	5,200- 14,200	6,900	4.1%	5,000- 13,600	_____	_____
11. Program	51,900	28.5%	41,300- 63,400	49,900	29.7%	41,200- 55,300	_____	_____
12. Selling[c]	36,100	19.8%	26,800- 49,600	34,200	20.4%	26,000- 42,300	_____	_____
13. General & Administrative	86,600	47.5%	72,600- 109,800	76,900	45.8%	63,900- 89,600	_____	_____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 93,200	100.0%	$ 77,000-$ 108,200	$ 84,400	100.0%	$ 75,700- $ 102,800	_____	100.0%
From:								
15. Technical	3,500	3.8%	300- 5,700	3,000	3.6%	300- 6,300	_____	_____
16. Program	32,400	34.8%	24,600- 43,300	29,800	35.3%	24,600- 37,800	_____	_____
17. Selling	25,500	27.3%	18,600- 35,500	23,100	27.4%	18,600- 33,200	_____	_____
18. General & Administrative	31,800	34.1%	23,300- 36,300	28,500	33.7%	22,700- 33,500	_____	_____
19. Cost of Outside News Service	$ 5,300		$ 4,000-$ 7,200	$ 5,100		$ 3,500- $ 7,400	_____	
20. Music License Fees	$ 5,100-		$ 4,500-$ 6,600	$ 5,100		$ 4,600- $ 6,400	_____	
21. Depreciation & Amortization	$ 6,900		$ 4,500-$ 12,000	$ 6,600		$ 3,600- $ 10,800	_____	
22. Interest	$ 3,500		$ 100-$ 13,300	$ 1,900		$ 0- $ 9,100	_____	
23. PROFIT (Before Federal income tax)	$ 6,700		$ (12,400)-$ 17,800	$ 14,000		$ 7,300- $ 22,500	_____	
24. FULLTIME EMPLOYMENT	7		6- 8	7		5- 7	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

NATIONAL ASSOCIATION OF BROADCASTERS

TABLE 71 DAYTIME REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 5 ($100,000 - $150,000)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (50)			PROFIT ONLY STATIONS (26)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		0.14%	(7.86%)-9.17%		8.67%	1.75%- 16.24%		___%
2. TOTAL TIME SALES	$ 121,700	100.0%	$ 108,800-$ 134,400	$ 120,300	100.0%	$ 108,300- $ 130,100		100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0		
4. National & Regional Advertisers	8,000	6.6%	300- 16,300	6,900	5.7%	1,600- 12,900		
5. Local Advertisers	113,700	93.4%	100,300- 122,400	113,400	94.3%	100,600- 122,500		
6. TOTAL BROADCAST REVENUE[b]	$ 120,700		$ 109,300-$ 133,000	$ 117,800		$ 108,500- $ 130,700		
7. Non Broadcast Revenue	0		0- 500	0		0- 900		
8. Trade-outs & Barter	2,300		0- 6,700	1,500		0- 3,100		
9. TOTAL BROADCAST EXPENSE	$ 120,500	100.0%	$ 102,100-$ 138,500	$ 107,600	100.0%	$ 93,300- $ 121,800		100.0%
From:								
10. Technical	6,000	5.0%	4,000- 10,000	6,100	5.7%	4,500- 8,900		
11. Program	39,300	32.6%	30,700- 48,900	35,600	33.1%	21,900- 41,500		
12. Selling[c]	21,000	17.4%	9,900- 29,900	17,000	15.8%	7,900- 23,900		
13. General & Administrative	54,200	45.0%	39,700- 74,000	48,900	45.4%	36,900- 59,500		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 58,900	100.0%	$ 50,000-$ 72,900	$ 54,700	100.0%	$ 38,900- $ 65,000		100.0%
From:								
15. Technical	2,500	4.2%	0- 3,900	2,700	4.9%	0- 3,800		
16. Program	24,400	41.4%	18,100- 32,500	23,800	43.6%	13,100- 29,400		
17. Selling	15,200	25.8%	6,400- 21,200	10,000	18.2%	4,300- 19,300		
18. General & Administrative	16,800	28.6%	9,700- 26,000	18,200	33.3%	6,800- 26,900		
19. Cost of Outside News Service	$ 4,700		$ 2,500-$ 7,300	$ 4,100		$ 1,100- $ 6,500		
20. Music License Fees	$ 3,300		$ 2,400-$ 3,900	$ 3,300		$ 2,700- $ 3,700		
21. Depreciation & Amortization	$ 5,300		$ 2,400-$ 9,700	$ 4,600		$ 2,400- $ 7,900		
22. Interest	$ 2,800		$ 700-$ 6,700	$ 1,700		$ 500- $ 4,300		
23. PROFIT (Before Federal income tax)	$ 200		$ (10,600)-$ 12,100	$ 10,200		$ 2,100- $ 18,900		
24. FULLTIME EMPLOYMENT	5		4- 6	4		3- 5		

[a] Derived from each station's gross profit divided by total revenue.
[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c] Includes all promotion; excludes agency and rep. commissions.
[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 72 DAYTIME REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 6 (Under $100,000)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (39)			PROFIT ONLY STATIONS (15)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		(3.47%)	(15.22%)-5.70%		7.03%	3.28%- 17.65%		___%
2. TOTAL TIME SALES	$ 81,900	100.0%	$ 63,900-$ 91,800	$ 83,900	100.0%	$ 60,800- $ 91,800		100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0		
4. National & Regional Advertisers	4,800	5.8%	0- 12,200	4,100	4.9%	0- 12,200		
5. Local Advertisers	77,100	94.2%	57,400- 83,200	79,800	95.1%	57,600- 84,900		
6. TOTAL BROADCAST REVENUE[b]	$ 81,500		$ 63,300-$ 89,700	$ 83,700		$ 60,800- $ 89,700		
7. Non Broadcast Revenue	0		0- 0	0		0- 100		
8. Trade-outs & Barter	500		0- 2,700	600		0- 2,000		
9. TOTAL BROADCAST EXPENSE	$ 84,300	100.0%	$ 66,300-$ 107,500	$ 77,800	100.0%	$ 50,700- $ 81,200		100.0%
From:								
10. Technical	4,000	4.8%	2,800- 6,800	5,100	6.5%	2,600- 9,500		
11. Program	26,200	31.1%	19,400- 35,400	28,300	36.4%	8,400- 27,100		
12. Selling[c]	13,200	15.6%	6,700- 17,900	13,300	17.1%	6,700- 15,800		
13. General & Administrative	40,900	48.5%	23,400- 58,900	31,100	40.0%	18,700- 40,400		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 43,400	100.0%	$ 31,600-$ 54,200	$ 39,000	100.0%	$ 25,500- $ 43,900		100.0%
From:								
15. Technical	1,700	3.8%	0- 3,000	2,600	6.6%	1,300- 4,200		
16. Program	18,500	42.7%	13,500- 24,300	16,800	43.2%	0- 19,900		
17. Selling	9,600	22.2%	4,300- 12,800	8,300	21.2%	2,900- 11,700		
18. General & Administrative	13,600	31.3%	7,600- 17,800	11,300	29.0%	4,800- 17,100		
19. Cost of Outside News Service	$ 3,700		$ 1,200-$ 4,900	$ 4,200		$ 1,200- $ 5,000		
20. Music License Fees	$ 2,100		$ 1,700-$ 2,600	$ 2,200		$ 1,400- $ 2,500		
21. Depreciation & Amortization	$ 4,800		$ 1,900-$ 10,500	$ 2,800		$ 1,100- $ 6,800		
22. Interest	$ 700		$ 0-$ 3,700	$ 300		$ 100- $ 1,700		
23. PROFIT (Before Federal income tax)	$ (2,800)		$ (13,100)-$ 3,500	$ 5,900		$ 2,400- $ 16,200		
24. FULLTIME EMPLOYMENT	4		3- 4	4		2- 4		

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 73

FM STATIONS, NATIONWIDE

REVENUE AND EXPENSE ITEMS	ALL STATIONS (427)			PROFIT ONLY STATIONS (231)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		3.18%	(20.30%)-18.76%		17.07%	8.59%- 28.27%		____%
2. TOTAL TIME SALES	$ 421,900	100.0%	$ 198,800-$ 1,016,900	$ 645,400	100.0%	$ 322,200- $ 1,486,500		100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0		
4. National & Regional Advertisers	62,000	14.7%	11,400- 227,600	109,700	17.0%	22,000- 373,800		
5. Local Advertisers	359,900	85.3%	173,800- 773,700	535,700	83.0%	257,400- 1,063,800		
6. TOTAL BROADCAST REVENUE[b]	$ 398,500		$ 202,600-$ 912,900	$ 609,300		$ 309,400- $ 1,244,000		
7. Non Broadcast Revenue	800		0- 7,200	1,200		0- 8,500		
8. Trade-outs & Barter	15,400		3,300- 53,700	18,400		3,900- 56,200		
9. TOTAL BROADCAST EXPENSE	$ 385,800	100.0%	$ 214,200-$ 840,400	$ 505,300	100.0%	$ 258,200- $ 901,500		100.0%
From:								
10. Technical	23,900	6.2%	11,800- 47,300	31,300	6.2%	14,400- 51,300		
11. Program	99,900	25.9%	56,800- 198,400	131,900	26.1%	65,900- 211,000		
12. Selling[c]	96,500	25.0%	45,200- 260,100	136,400	27.0%	56,700- 289,100		
13. General & Administrative	165,500	42.9%	87,700- 329,800	205,700	40.7%	100,300- 342,600		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 174,600	100.0%	$ 97,000-$ 346,800	$ 242,200	100.0%	$ 119,200- $ 367,600		100.0%
From:								
15. Technical	9,800	5.6%	3,200- 20,000	12,600	5.2%	4,800- 22,000		
16. Program	65,600	37.6%	35,200- 118,700	81,900	33.8%	39,800- 125,400		
17. Selling	62,200	35.6%	28,600- 145,700	98,300	40.6%	39,300- 167,100		
18. General & Administrative	37,000	21.2%	19,000- 74,600	49,400	20.4%	20,100- 81,500		
19. Cost of Outside News Service	$ 4,600		$ 1,600-$ 7,800	$ 4,700		$ 1,600- $ 7,800		
20. Music License Fees	$ 9,400		$ 4,300-$ 25,200	$ 14,100		$ 7,100- $ 32,700		
21. Depreciation & Amortization	$ 21,200		$ 11,400-$ 43,500	$ 22,300		$ 12,300- $ 42,100		
22. Interest	$ 1,800		$ 0-$ 15,300	$ 600		$ 0- $ 13,000		
23. PROFIT (Before Federal income tax)	$ 12,700		$ (44,900)-$ 120,800	$ 104,000		$ 31,100- $ 247,900		
24. FULLTIME EMPLOYMENT	12		6- 18	13		7- 19		

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 74 FM REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 1 (2.5 million population & over)

REVENUE AND EXPENSE ITEMS Line No.	ALL STATIONS (55) Typical Dollar Figures Col. 1	 Typical Percent Figures Col. 2	 Middle 50% Range Col. 3	PROFIT ONLY STATIONS (30) Typical Dollar Figures Col. 4	 Typical Percent Figures Col. 5	 Middle 50% Range Col. 6	YOUR STATION Dollar Figures Col. 7	 Percent Figures Col. 8
1. PROFIT MARGIN[a]		5.77%	(27.83%)-26.00%		24.68%	12.58%- 40.50%		____%
2. TOTAL TIME SALES	$ 2,049,500	100.0%	$ 1,279,900-$ 3,305,700	$ 2,728,900	100.0%	$ 1,970,300- $ 4,701,000	_____	100.0%
From:								
3. Network Compensation	0	0.0%	0- 41,900	0	0.0%	0- 37,000	_____	_____
4. National & Regional Advertisers	537,000	26.2%	211,000- 1,066,600	807,800	29.6%	415,100- 1,514,500	_____	_____
5. Local Advertisers	1,512,500	73.8%	992,900- 2,197,500	1,921,100	70.4%	1,272,100- 2,935,100	_____	_____
6. TOTAL BROADCAST REVENUE[b]	$ 1,788,500		$ 1,149,500-$ 2,744,100	$ 2,315,500		$ 1,714,600- $ 3,975,800	_____	
7. Non Broadcast Revenue	4,800		0- 16,100	6,000		0- 20,100	_____	
8. Trade-outs & Barter	99,300		37,200- 170,900	69,000		33,600- 162,400	_____	
9. TOTAL BROADCAST EXPENSE	$ 1,685,300	100.0%	$ 1,207,100-$ 2,594,800	$ 1,744,000	100.0%	$ 1,216,700- $ 2,954,300	_____	100.0%
From:								
10. Technical	77,500	4.6%	48,400- 116,200	73,200	4.2%	48,800- 114,200	_____	_____
11. Program	385,900	22.9%	242,400- 627,000	406,400	23.3%	252,300- 776,200	_____	_____
12. Selling[c]	505,600	30.0%	347,300- 799,200	589,500	33.8%	342,000- 929,800	_____	_____
13. General & Administrative	716,300	42.5%	378,400- 1,036,900	674,900	38.7%	373,800- 930,100	_____	_____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 624,700	100.0%	$ 455,700-$ 949,900	$ 737,000	100.0%	$ 467,600- $ 1,118,900	_____	100.0%
From:								
15. Technical	38,100	6.1%	23,000- 64,500	41,300	5.6%	21,000- 59,600	_____	_____
16. Program	245,500	39.3%	144,000- 371,200	283,700	38.5%	142,800- 482,900	_____	_____
17. Selling	223,600	35.8%	158,800- 331,900	273,400	37.1%	181,000- 425,700	_____	_____
18. General & Administrative	117,500	18.8%	80,800- 174,000	138,600	18.8%	65,700- 177,100	_____	_____
19. Cost of Outside News Service	$ 12,900		$ 6,300-$ 20,000	$ 14,000		$ 6,200- $ 22,300	_____	
20. Music License Fees	$ 44,100		$ 31,700-$ 65,000	$ 62,200		$ 39,400- $ 105,400	_____	
21. Depreciation & Amortization	$ 58,100		$ 33,700-$ 108,200	$ 51,500		$ 34,800- $ 90,800	_____	
22. Interest	$ 0		$ 0-$ 600	$ 0		$ 0- $ 100	_____	
23. PROFIT (Before Federal income tax)	$ 103,200		$ (381,100)-$ 621,900	$ 571,500		$ 197,000- $ 1,191,200	_____	
24. FULLTIME EMPLOYMENT	25		19- 32	25		17- 33	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 75 FM REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 2 (1 - 2.5 million population)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (60)			PROFIT ONLY STATIONS (37)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		9.96%	(21.60%)-26.68%		22.78%	12.35%- 36.02%		___%
2. TOTAL TIME SALES	$ 1,304,200	100.0%	$ 668,700-$ 1,967,000	$ 1,791,000	100.0%	$ 1,108,000- $ 2,268,400		100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0		
4. National & Regional Advertisers	366,500	28.1%	103,700- 507,200	449,500	25.1%	346,000- 582,900		
5. Local Advertisers	937,700	71.9%	572,400- 1,443,900	1,341,500	74.9%	799,500- 1,657,500		
6. TOTAL BROADCAST REVENUE[b]	$ 1,112,200		$ 650,500-$ 1,661,700	$ 1,541,600		$ 981,100- $ 1,893,800		
7. Non Broadcast Revenue	1,200		0- 14,400	1,500		0- 16,700		
8. Trade-outs & Barter	67,200		35,000- 113,600	66,500		31,800- 118,800		
9. TOTAL BROADCAST EXPENSE	$ 1,001,400	100.0%	$ 661,600-$ 1,360,700	$ 1,190,400	100.0%	$ 666,200- $ 1,413,400		100.0%
From:								
10. Technical	51,100	5.1%	28,400- 67,500	58,300	4.9%	20,000- 68,800		
11. Program	211,300	21.1%	153,900- 295,300	257,100	21.6%	162,800- 304,500		
12. Selling[c]	328,400	32.8%	206,700- 444,500	388,100	32.6%	212,200- 491,800		
13. General & Administrative	410,600	41.0%	259,300- 508,900	486,900	40.9%	256,900- 508,900		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 383,400	100.0%	$ 263,200-$ 534,000	$ 511,900	100.0%	$ 279,100- $ 560,600		100.0%
From:								
15. Technical	21,500	5.6%	14,800- 27,800	28,100	5.5%	15,000- 30,200		
16. Program	125,700	32.8%	82,200- 207,500	158,200	30.9%	83,400- 209,700		
17. Selling	161,800	42.2%	97,900- 216,800	235,500	46.0%	130,600- 234,600		
18. General & Administrative	74,400	19.4%	53,400- 96,500	90,100	17.6%	45,300- 102,100		
19. Cost of Outside News Service	$ 5,800		$ 3,600-$ 8,900	$ 5,700		$ 3,400- $ 7,900		
20. Music License Fees	$ 30,900		$ 13,300-$ 43,600	$ 39,800		$ 21,700- $ 50,000		
21. Depreciation & Amortization	$ 48,800		$ 26,400-$ 66,200	$ 44,100		$ 24,600- $ 66,200		
22. Interest	$ 300		$ 0-$ 52,300	$ 300		$ 0- $ 19,600		
23. PROFIT (Before Federal income tax)	$ 110,800		$ (138,300)-$ 435,400	$ 351,200		$ 119,500- $ 563,300		
24. FULLTIME EMPLOYMENT	18		14- 23	19		14- 23		

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 76 FM REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 3 (500,000 - 1 million population)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (51)			PROFIT ONLY STATIONS (34)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		7.72%	(26.29%)-23.00%		21.00%	7.31%- 33.99%		__%
2. TOTAL TIME SALES	$ 814,300	100.0%	$ 352,300-$ 1,201,100	$ 979,500	100.0%	$ 756,100- $ 1,511,600		100.0%
From:								
3. Network Compensation	0	0.0%	0- 5,700	0	0.0%	0- 5,800		
4. National & Regional Advertisers	182,400	22.4%	63,200- 277,100	226,300	23.1%	156,700- 340,200		
5. Local Advertisers	631,900	77.6%	289,200- 798,500	753,200	76.9%	534,300- 1,094,100		
6. TOTAL BROADCAST REVENUE[b]	$ 720,700		$ 322,400-$ 1,017,100	$ 874,400		$ 646,700- $ 1,256,400		
7. Non Broadcast Revenue	600		0- 9,500	700		0- 9,100		
8. Trade-outs & Barter	25,100		10,800- 56,800	35,600		12,400- 74,000		
9. TOTAL BROADCAST EXPENSE	$ 665,100	100.0%	$ 376,800-$ 814,100	$ 690,800	100.0%	$ 451,800- $ 827,300		100.0%
From:								
10. Technical	47,900	7.2%	24,800- 53,900	47,000	6.8%	29,500- 56,900		
11. Program	172,900	26.0%	84,500- 205,400	199,600	28.9%	85,000- 231,800		
12. Selling[c]	178,300	26.8%	90,300- 273,100	190,700	27.6%	107,800- 300,900		
13. General & Administrative	266,000	40.0%	132,400- 328,200	253,500	36.7%	174,600- 306,900		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 291,200	100.0%	$ 140,800-$ 348,700	$ 293,500	100.0%	$ 167,500- $ 359,700		100.0%
From:								
15. Technical	20,700	7.1%	9,100- 22,700	18,500	6.3%	9,100- 23,300		
16. Program	90,800	31.2%	47,000- 122,000	101,000	34.4%	37,900- 129,800		
17. Selling	123,200	42.3%	55,200- 158,900	122,100	41.6%	64,700- 161,800		
18. General & Administrative	56,500	19.4%	29,500- 68,600	51,900	17.7%	24,600- 73,100		
19. Cost of Outside News Service	$ 5,000		$ 1,700-$ 7,200	$ 5,000		$ 1,600- $ 8,300		
20. Music License Fees	$ 19,200		$ 6,500-$ 28,800	$ 22,300		$ 16,400- $ 31,600		
21. Depreciation & Amortization	$ 23,500		$ 13,300-$ 45,100	$ 24,800		$ 14,100- $ 48,000		
22. Interest	$ 700		$ 0-$ 14,500	$ 400		$ 0- $ 14,100		
23. PROFIT (Before Federal income tax)	$ 55,600		$ (63,500)-$ 241,200	$ 183,600		$ 42,800- $ 337,900		
24. FULLTIME EMPLOYMENT	13		9- 17	13		11- 17		

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 77 FM REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 4 (250,000 - 500,000 population)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (70)			PROFIT ONLY STATIONS (44)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		7.72%	(7.00%)-18.87%		16.11%	9.11%- 24.91%		___%
2. TOTAL TIME SALES	$ 462,800	100.0%	$ 327,900-$ 690,100	$ 597,600	100.0%	$ 410,000- $ 812,500	_____	100.0%
From:								
3. Network Compensation	0	0.0%	0- 100	0	0.0%	0- 500	_____	____
4. National & Regional Advertisers	79,100	17.1%	23,800- 133,400	104,000	17.4%	53,000- 153,300	_____	____
5. Local Advertisers	383,700	82.9%	240,400- 580,200	493,600	82.6%	342,700- 627,200	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 444,200		$ 302,600-$ 632,300	$ 548,300		$ 392,900- $ 730,000	_____	
7. Non Broadcast Revenue	1,500		0- 7,200	1,800		0- 7,800	_____	
8. Trade-outs & Barter	18,200		3,800- 38,200	15,500		3,400- 40,000	_____	
9. TOTAL BROADCAST EXPENSE	$ 409,900	100.0%	$ 277,500-$ 567,400	$ 460,000	100.0%	$ 287,100- $ 627,800	_____	100.0%
From:								
10. Technical	26,200	6.4%	16,200- 42,300	30,800	6.7%	16,500- 43,700	_____	____
11. Program	111,100	27.1%	73,800- 146,100	128,800	28.0%	75,000- 154,600	_____	____
12. Selling[c]	103,300	25.2%	67,400- 157,300	123,300	26.8%	75,800- 168,600	_____	____
13. General & Administrative	169,300	41.3%	112,100- 247,500	177,100	38.5%	117,100- 246,300	_____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 190,000	100.0%	$ 118,400-$ 285,700	$ 224,200	100.0%	$ 131,700- $ 320,900	_____	100.0%
From:								
15. Technical	10,600	5.6%	5,100- 16,700	12,100	5.4%	5,400- 18,100	_____	____
16. Program	73,900	38.9%	42,500- 100,200	83,400	37.2%	42,500- 115,600	_____	____
17. Selling	66,500	35.0%	37,200- 108,900	80,000	35.7%	54,100- 118,700	_____	____
18. General & Administrative	39,000	20.5%	16,200- 61,200	48,700	21.7%	17,900- 69,900	_____	____
19. Cost of Outside News Service	$ 3,200		$ 1,000-$ 5,600	$ 4,200		$ 1,400- $ 6,200	_____	
20. Music License Fees	$ 10,100		$ 5,700-$ 16,800	$ 11,900		$ 8,600- $ 18,200	_____	
21. Depreciation & Amortization	$ 18,600		$ 11,600-$ 31,500	$ 20,300		$ 14,100- $ 30,600	_____	
22. Interest	$ 700		$ 0-$ 16,600	$ 700		$ 0- $ 14,900	_____	
23. PROFIT (Before Federal income tax)	$ 34,300		$ (20,600)-$ 99,600	$ 88,300		$ 34,300- $ 142,700	_____	
24. FULLTIME EMPLOYMENT	11		7- 16	12		6- 17	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 78 FM REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 5 (100,000 - 250,000 population)

REVENUE AND EXPENSE ITEMS Line No.	ALL STATIONS (61) Typical Dollar Figures Col. 1	 Typical Percent Figures Col. 2	 Middle 50% Range Col. 3	PROFIT ONLY STATIONS (35) Typical Dollar Figures Col. 4	 Typical Percent Figures Col. 5	 Middle 50% Range Col. 6	YOUR STATION Dollar Figures Col. 7	 Percent Figures Col. 8
1. PROFIT MARGIN[a]		7.87%	(15.74%)-22.22%		19.16%	10.09%- 28.27%		___%
2. TOTAL TIME SALES	$ 278,400	100.0%	$ 197,700-$ 440,700	$ 351,400	100.0%	$ 205,200- $ 474,600		100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 1,200		
4. National & Regional Advertisers	32,000	11.5%	11,900- 77,500	52,400	14.9%	13,000- 90,200		
5. Local Advertisers	246,400	88.5%	179,300- 376,600	299,000	85.1%	190,900- 401,300		
6. TOTAL BROADCAST REVENUE[b]	$ 271,200		$ 192,000-$ 424,700	$ 320,600		$ 205,200- $ 508,400		
7. Non Broadcast Revenue	500		0- 4,100	600		0- 7,700		
8. Trade-outs & Barter	11,100		4,000- 23,900	9,400		1,800- 24,700		
9. TOTAL BROADCAST EXPENSE	$ 249,900	100.0%	$ 173,600-$ 390,600	$ 259,200	100.0%	$ 149,200- $ 390,300		100.0%
From:								
10. Technical	14,000	5.6%	8,700- 27,400	14,000	5.4%	8,300- 24,300		
11. Program	73,000	29.2%	43,800- 104,200	72,600	28.0%	38,900- 100,400		
12. Selling[c]	54,000	21.6%	42,300- 98,700	63,700	24.6%	34,300- 93,800		
13. General & Administrative	108,900	43.6%	63,800- 184,100	108,900	42.0%	47,700- 155,500		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 119,700	100.0%	$ 76,100-$ 179,800	$ 132,600	100.0%	$ 70,500- $ 186,700		100.0%
From:								
15. Technical	6,900	5.8%	2,900- 11,600	7,800	5.9%	2,700- 11,100		
16. Program	48,500	40.5%	18,500- 72,800	50,000	37.7%	18,100- 74,400		
17. Selling	42,400	35.4%	29,600- 65,900	53,300	40.2%	24,900- 67,500		
18. General & Administrative	21,900	18.3%	11,900- 41,100	21,500	16.2%	7,500- 41,600		
19. Cost of Outside News Service	$ 2,400		$ 500-$ 5,100	$ 2,000		$ 0- $ 4,700		
20. Music License Fees	$ 7,000		$ 4,200-$ 10,100	$ 7,500		$ 4,400- $ 10,600		
21. Depreciation & Amortization	$ 16,800		$ 10,100-$ 32,800	$ 15,000		$ 6,900- $ 27,200		
22. Interest	$ 1,500		$ 0-$ 13,300	$ 0		$ 0- $ 12,100		
23. PROFIT (Before Federal income tax)	$ 21,300		$ (36,800)-$ 56,800	$ 61,400		$ 27,900- $ 120,900		
24. FULLTIME EMPLOYMENT	9		5- 13	7		4- 12		

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 79 FM REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 6 (25,000 - 100,000 population)

REVENUE AND EXPENSE ITEMS Line No.	ALL STATIONS (33) Typical Dollar Figures Col. 1	 Typical Percent Figures Col. 2	 Middle 50% Range Col. 3	PROFIT ONLY STATIONS (13) Typical Dollar Figures Col. 4	 Typical Percent Figures Col. 5	 Middle 50% Range Col. 6	YOUR STATION Dollar Figures Col. 7	 Percent Figures Col. 8
1. PROFIT MARGIN[a]		(8.66%)	(33.85%)-10.07%		15.59%	7.75%- 33.15%		___%
2. TOTAL TIME SALES	$ 221,400	100.0%	$ 126,500-$ 391,000	$ 322,200	100.0%	$ 220,500- $ 432,300	_____	100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0	_____	_____
4. National & Regional Advertisers	20,100	9.1%	800- 40,500	21,600	6.7%	2,300- 43,500	_____	_____
5. Local Advertisers	201,300	90.9%	104,500- 365,900	300,600	93.3%	197,400- 421,300	_____	_____
6. TOTAL BROADCAST REVENUE[b]	$ 218,800		$ 120,600-$ 384,100	$ 309,400		$ 217,800- $ 431,100	_____	
7. Non Broadcast Revenue	900		0- 6,600	600		0- 9,400	_____	
8. Trade-outs & Barter	3,300		100- 7,700	3,000		100- 7,000	_____	
9. TOTAL BROADCAST EXPENSE	$ 237,700	100.0%	$ 132,600-$ 379,700	$ 261,200	100.0%	$ 164,400- $ 355,600	_____	100.0%
From:								
10. Technical	15,900	6.7%	8,500- 25,200	18,000	6.9%	10,200- 23,000	_____	_____
11. Program	64,200	27.0%	37,900- 105,300	68,700	26.3%	42,200- 97,800	_____	_____
12. Selling[c]	49,200	20.7%	23,900- 90,600	62,200	23.8%	40,400- 90,600	_____	_____
13. General & Administrative	108,400	45.6%	59,000- 174,600	112,300	43.0%	65,200- 163,700	_____	_____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 108,200	100.0%	$ 73,000-$ 185,800	$ 131,500	100.0%	$ 93,100- $ 188,400	_____	100.0%
From:								
15. Technical	6,100-	5.6%	2,100- 10,700	5,700	4.3%	3,400- 12,300	_____	_____
16. Program	38,500	35.6%	16,900- 71,400	44,300	33.7%	23,500- 63,900	_____	_____
17. Selling	39,600	36.6%	21,800- 62,200	47,300	36.0%	32,000- 82,100	_____	_____
18. General & Administrative	24,000	22.2%	16,000- 48,300	34,200	26.0%	19,400- 43,400	_____	_____
19. Cost of Outside News Service	$ 2,100		$ 0-$ 3,800	$ 1,500		$ 0- $ 3,800	_____	
20. Music License Fees	$ 4,900		$ 2,300-$ 10,600	$ 5,600		$ 3,300- $ 11,800	_____	
21. Depreciation & Amortization	$ 13,300		$ 9,600-$ 21,600	$ 12,100		$ 7,200- $ 22,700	_____	
22. Interest	$ 4,500		$ 0-$ 10,300	$ 0		$ 0- $ 9,300	_____	
23. PROFIT (Before Federal income tax)	$ (18,900)		$ (47,400)-$ 33,900	$ 48,200		$ 16,900- $ 78,300	_____	
24. FULLTIME EMPLOYMENT	7		4- 13	7		4- 11	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 80 FM REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 7 (Under 25,000 population)

REVENUE AND EXPENSE ITEMS Line No.	ALL STATIONS (97) Typical Dollar Figures Col. 1	 Typical Percent Figures Col. 2	 Middle 50% Range Col. 3	PROFIT ONLY STATIONS (38) Typical Dollar Figures Col. 4	 Typical Percent Figures Col. 5	 Middle 50% Range Col. 6	YOUR STATION Dollar Figures Col. 7	 Percent Figures Col. 8
1. PROFIT MARGIN[a]		(4.30%)	(21.03%)-6.65%		8.70%	4.14%- 10.51%		___%
2. TOTAL TIME SALES	$ 168,000	100.0%	$ 117,900-$ 278,100	$ 238,400	100.0%	$ 153,700- $ 349,100	_____	100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0	_____	_____
4. National & Regional Advertisers	7,700	4.6%	0- 23,100	8,600	3.6%	0- 44,900	_____	_____
5. Local Advertisers	160,300	95.4%	108,000- 256,100	229,800	96.4%	144,400- 326,000	_____	_____
6. TOTAL BROADCAST REVENUE[b]	$ 163,700		$ 124,200-$ 274,300	$ 231,100		$ 155,300- $ 348,800	_____	
7. Non Broadcast Revenue	0		0- 3,100	0		0- 4,200	_____	
8. Trade-outs & Barter	2,900		0- 9,200	3,000		0- 7,700	_____	
9. TOTAL BROADCAST EXPENSE	$ 170,700	100.0%	$ 133,400-$ 279,400	$ 211,000	100.0%	$ 141,400- $ 318,900	_____	100.0%
From:								
10. Technical	8,500	5.0%	4,900- 18,700	14,100	6.7%	5,400- 18,200	_____	_____
11. Program	47,800	28.0%	33,400- 82,500	62,500	29.6%	39,400- 97,600	_____	_____
12. Selling[c]	33,300	19.5%	17,500- 61,600	42,000	19.9%	19,100- 74,400	_____	_____
13. General & Administrative	81,100	47.5%	57,400- 131,200	92,400	43.8%	58,100- 153,500	_____	_____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 79,900	100.0%	$ 56,200-$ 123,100	$ 112,800	100.0%	$ 63,300- $ 176,900	_____	100.0%
From:								
15. Technical	2,200	2.8%	0- 6,900	3,800	3.4%	0- 9,300	_____	_____
16. Program	31,900	39.9%	18,900- 54,200	49,100	43.5%	24,700- 66,200	_____	_____
17. Selling	25,900	32.4%	14,300- 42,000	35,800	31.7%	16,600- 60,800	_____	_____
18. General & Administrative	19,900	24.9%	11,800- 32,400	24,100	21.4%	12,100- 45,200	_____	_____
19. Cost of Outside News Service	$ 4,400		$ 2,000-$ 6,100	$ 5,600		$ 3,000- $ 7,700	_____	
20. Music License Fees	$ 4,500		$ 2,700-$ 6,700	$ 5,400		$ 3,500- $ 9,800	_____	
21. Depreciation & Amortization	$ 12,000		$ 7,000-$ 20,700	$ 12,100		$ 6,300- $ 20,500	_____	
22. Interest	$ 8,400		$ 1,700-$ 17,000	$ 6,000		$ 1,300- $ 15,300	_____	
23. PROFIT (Before Federal income tax)	$ (7,000)		$ (31,900)-$ 14,000	$ 20,100		$ 7,000- $ 44,900	_____	
24. FULLTIME EMPLOYMENT	7		4- 9	8		5- 12	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

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TABLE 81 FM REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 1 ($2 million & over)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (32)			PROFIT ONLY STATIONS (28)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		22.07%	10.06%-38.37%		25.48%	15.93%- 40.55%		___%
2. TOTAL TIME SALES	$ 2,994,500	100.0%	$ 2,541,500-$ 4,390,000	$ 3,087,900	100.0%	$ 2,667,500- $ 4,701,000		100.0%
From:								
3. Network Compensation	0	0.0%	0- 54,600	0	0.0%	0- 57,300		
4. National & Regional Advertisers	796,500	26.6%	576,200- 1,430,600	836,800	27.1%	610,500- 1,514,500		
5. Local Advertisers	2,198,000	73.4%	1,925,300- 2,760,300	2,251,100	72.9%	1,993,900- 2,935,100		
6. TOTAL BROADCAST REVENUE[b]	$ 2,496,300		$ 2,174,900-$ 3,654,800	$ 2,616,600		$ 2,260,200- $ 3,975,800		
7. Non Broadcast Revenue	7,400		0- 18,300	5,200		0- 12,800		
8. Trade-outs & Barter	136,900		64,700- 200,100	91,300		59,700- 176,000		
9. TOTAL BROADCAST EXPENSE	$ 1,945,400	100.0%	$ 1,630,000-$ 2,954,300	$ 1,949,900	100.0%	$ 1,620,400- $ 2,954,300		100.0%
From:								
10. Technical	87,500	4.5%	55,600- 165,300	78,000	4.0%	53,100- 125,200		
11. Program	445,500	22.9%	323,800- 693,900	434,800	22.3%	310,400- 776,200		
12. Selling[c]	587,500	30.2%	483,300- 904,100	639,600	32.8%	493,600- 962,700		
13. General & Administrative	824,900	42.4%	609,600- 1,083,900	797,500	40.9%	562,300- 968,500		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 755,800	100.0%	$ 638,600-$ 1,145,900	$ 820,700	100.0%	$ 623,700- $ 1,118,900		100.0%
From:								
15. Technical	37,800	5.0%	25,300- 76,800	40,200	4.9%	25,300- 65,200		
16. Program	257,700	34.1%	213,800- 424,900	275,800	33.6%	209,400- 417,100		
17. Selling	303,800	40.2%	246,900- 417,000	342,200	41.7%	253,800- 425,700		
18. General & Administrative	156,500	20.7%	128,000- 206,600	162,500	19.8%	119,600- 205,100		
19. Cost of Outside News Service	$ 8,600		$ 4,300-$ 18,000	$ 8,100		$ 4,300- $ 18,400		
20. Music License Fees	$ 64,300		$ 52,600-$ 97,900	$ 67,500		$ 53,800- $ 105,400		
21. Depreciation & Amortization	$ 72,500		$ 50,000-$ 125,000	$ 65,100		$ 47,800- $ 113,700		
22. Interest	$ 0		$ 0-$ 0	$ 0		$ 0- $ 0		
23. PROFIT (Before Federal income tax)	$ 550,900		$ 204,800-$ 1,135,300	$ 666,700		$ 432,400- $ 1,218,300		
24. FULLTIME EMPLOYMENT	27		24- 34	27		24- 34		

[a] Derived from each station's gross profit divided by total revenue.
[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c] Includes all promotion; excludes agency and rep. commissions.
[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 82 FM REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 2 ($1 million - $2 million)

REVENUE AND EXPENSE ITEMS Line No.	ALL STATIONS (66) Typical Dollar Figures Col. 1	 Typical Percent Figures Col. 2	 Middle 50% Range Col. 3	PROFIT ONLY STATIONS (44) Typical Dollar Figures Col. 4	 Typical Percent Figures Col. 5	 Middle 50% Range Col. 6	YOUR STATION Dollar Figures Col. 7	 Percent Figures Col. 8
1. PROFIT MARGIN[a]		12.46%	(10.60%)-32.95%		23.90%	12.46%- 36.71%		___%
2. TOTAL TIME SALES	$ 1,663,100	100.0%	$ 1,304,200-$ 1,973,000	$ 1,701,600	100.0%	$ 1,289,100- $ 1,967,000	_____	100.0%
From:								
3. Network Compensation	0	0.0%	0- 5,400	0	0.0%	0- 0	_____	____
4. National & Regional Advertisers	420,800	25.3%	232,600- 547,200	447,500	26.3%	302,100- 527,300	_____	____
5. Local Advertisers	1,242,300	74.7%	1,024,900- 1,476,300	1,254,100	73.7%	1,024,900- 1,424,400	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 1,463,300		$ 1,128,800-$ 1,689,300	$ 1,516,600		$ 1,153,300- $ 1,661,700	_____	
7. Non Broadcast Revenue	800		0- 10,600	800		0- 12,600	_____	
8. Trade-outs & Barter	85,400		27,600- 131,000	44,800		19,400- 107,900	_____	
9. TOTAL BROADCAST EXPENSE	1,281,000	100.0%	$ 931,600-$ 1,618,900	$ 1,154,100	100.0%	$ 808,700- $ 1,355,800	_____	100.0%
From:								
10. Technical	61,500	4.8%	42,300- 74,600	60,000	5.2%	40,200- 70,500	_____	____
11. Program	292,100	22.8%	198,600- 367,900	288,500	25.0%	194,300- 303,200	_____	____
12. Selling[c]	394,500	30.8%	287,300- 477,400	369,300	32.0%	254,500- 404,300	_____	____
13. General & Administrative	532,900	41.6%	316,700- 775,700	436,300	37.8%	276,600- 486,000	_____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 512,400	100.0%	$ 361,200-$ 621,200	$ 521,300	100.0%	$ 339,500- $ 545,100	_____	100.0%
From:								
15. Technical	27,200	5.3%	18,400- 36,600	27,600	5.3%	17,900- 31,600	_____	____
16. Program	177,800	34.7%	110,600- 229,300	169,900	32.6%	98,200- 209,700	_____	____
17. Selling	212,100	41.4%	158,900- 230,500	234,100	44.9%	157,100- 216,500	_____	____
18. General & Administrative	95,300	18.6%	54,000- 115,500	89,700	17.2%	42,900- 104,800	_____	____
19. Cost of Outside News Service	$ 6,900		$ 4,700-$ 13,400	$ 6,300		$ 3,000- $ 9,800	_____	
20. Music License Fees	$ 36,000		$ 31,700-$ 43,400	$ 36,300		$ 29,900- $ 43,400	_____	
21. Depreciation & Amortization	$ 49,600		$ 33,500-$ 89,200	$ 37,200		$ 29,700- $ 58,800	_____	
22. Interest	$ 0		$ 0-$ 20,400	$ 0		$ 0- $ 16,500	_____	
23. PROFIT (Before Federal income tax)	$ 182,300		$ (132,500)-$ 448,800	$ 362,500		$ 183,400- $ 532,300	_____	
24. FULLTIME EMPLOYMENT	21		17- 26	19		16- 22	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

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TABLE 83 FM REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 3 ($500,000 - $1 million)

REVENUE AND EXPENSE ITEMS Line No.	ALL STATIONS (89) Typical Dollar Figures Col. 1	 Typical Percent Figures Col. 2	 Middle 50% Range Col. 3	PROFIT ONLY STATIONS (63) Typical Dollar Figures Col. 4	 Typical Percent Figures Col. 5	 Middle 50% Range Col. 6	YOUR STATION Dollar Figures Col. 7	 Percent Figures Col. 8
1. PROFIT MARGIN[a]		12.46%	(1.59%)-22.87%		18.53%	11.72%- 26.11%		___%
2. TOTAL TIME SALES	$ 758,700	100.0%	$ 625,400-$ 907,700	$ 753,500	100.0%	$ 623,300- $ 908,800		100.0%
From:								
3. Network Compensation	0	0.0%	0- 3,600	0	0.0%	0- 0		
4. National & Regional Advertisers	142,600	18.8%	72,000- 229,100	159,000	21.1%	74,200- 239,400		
5. Local Advertisers	616,100	81.2%	522,900- 718,300	594,500	78.9%	508,600- 707,400		
6. TOTAL BROADCAST REVENUE[b]	$ 690,400		$ 596,900-$ 825,200	$ 680,800		$ 587,800- $ 845,100		
7. Non Broadcast Revenue	2,700		0- 11,400	2,800		0- 10,800		
8. Trade-outs & Barter	28,300		6,300- 57,600	18,600		5,200- 45,800		
9. TOTAL BROADCAST EXPENSE	$ 604,400	100.0%	$ 489,400-$ 793,500	$ 554,600	100.0%	$ 455,300- $ 681,600		100.0%
From:								
10. Technical	33,200	5.5%	19,800- 47,100	31,100	5.6%	18,200- 42,400		
11. Program	148,100	24.5%	108,700- 194,500	137,000	24.7%	99,100- 168,900		
12. Selling[c]	162,000	26.8%	126,400- 250,400	147,500	26.6%	119,900- 182,600		
13. General & Administrative	261,100	43.2%	203,100- 335,100	239,000	43.1%	178,800- 286,900		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 275,400	100.0%	$ 224,700-$ 336,800	$ 265,900	100.0%	$ 218,300- $ 317,000		100.0%
From:								
15. Technical	13,500	4.9%	7,900- 17,900	12,800	4.8%	6,800- 17,400		
16. Program	91,700	33.3%	68,900- 118,600	86,400	32.5%	60,700- 115,100		
17. Selling	109,300	39.7%	82,000- 131,400	104,800	39.4%	74,800- 130,200		
18. General & Administrative	60,900	22.1%	41,900- 82,000	61,900	23.3%	34,700- 80,700		
19. Cost of Outside News Service	$ 4,500		$ 1,500-$ 8,100	$ 4,300		$ 1,400- $ 6,300		
20. Music License Fees	$ 17,100		$ 12,600-$ 22,000	$ 16,900		$ 12,900- $ 22,300		
21. Depreciation & Amortization	$ 27,200		$ 17,200-$ 44,500	$ 24,100		$ 15,000- $ 38,000		
22. Interest	$ 2,000		$ 0-$ 21,300	$ 700		$ 0- $ 14,800		
23. PROFIT (Before Federal income tax)	$ 86,000		$ (12,000)-$ 171,300	$ 126,200		$ 76,400- $ 199,400		
24. FULLTIME EMPLOYMENT	15		12- 18	14		11- 17		

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 84 FM REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 4 ($250,000 - $500,000)

REVENUE AND EXPENSE ITEMS Line No.	ALL STATIONS (100) Typical Dollar Figures Col. 1	 Typical Percent Figures Col. 2	 Middle 50% Range Col. 3	PROFIT ONLY STATIONS (49) Typical Dollar Figures Col. 4	 Typical Percent Figures Col. 5	 Middle 50% Range Col. 6	YOUR STATION Dollar Figures Col. 7	 Percent Figures Col. 8
1. PROFIT MARGIN[a]		(0.33%)	(17.55%)-9.70%		10.09%	4.17%- 17.82%		___%
2. TOTAL TIME SALES	$ 373,700	100.0%	$ 299,500-$ 426,600	$ 386,200	100.0%	$ 325,200- $ 442,700	_____	100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0	_____	____
4. National & Regional Advertisers	40,700	10.9%	16,400- 78,100	38,200	9.9%	9,600- 85,000	_____	____
5. Local Advertisers	333,000	89.1%	258,600- 376,600	348,000	90.1%	263,400- 392,000	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 352,500		$ 291,400-$ 404,300	$ 360,200		$ 319,200- $ 422,700	_____	
7. Non Broadcast Revenue	1,500		0- 8,600	1,500		0- 8,200	_____	
8. Trade-outs & Barter	15,100		4,700- 32,500	10,700		3,400- 27,300	_____	
9. TOTAL BROADCAST EXPENSE	$ 353,700	100.0%	$ 284,300-$ 432,100	$ 323,900	100.0%	$ 259,400- $ 381,100	_____	100.0%
From:								
10. Technical	23,700	6.7%	14,300- 36,300	20,100	6.2%	10,700- 34,100	_____	____
11. Program	95,100	26.9%	71,800- 124,000	88,400	27.3%	62,700- 107,700	_____	____
12. Selling[c]	81,400	23.0%	59,900- 102,500	76,400	23.6%	55,500- 88,900	_____	____
13. General & Administrative	153,500	43.4%	121,000- 192,300	139,000	42.9%	102,400- 155,400	_____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 152,500	100.0%	$ 126,100-$ 198,000	$ 150,700	100.0%	$ 120,800- $ 175,300	_____	100.0%
From:								
15. Technical	8,400	5.5%	3,300- 13,500	7,200	4.8%	2,900- 11,400	_____	____
16. Program	56,600	37.1%	41,000- 80,000	51,600	34.2%	37,300- 69,400	_____	____
17. Selling	53,700	35.2%	41,500- 69,100	56,500	37.5%	39,100- 64,500	_____	____
18. General & Administrative	33,800	22.2%	23,700- 52,300	35,400	23.5%	14,800- 45,900	_____	____
19. Cost of Outside News Service	$ 4,400		$ 1,500-$ 5,700	$ 4,700		$ 1,200- $ 6,100	_____	
20. Music License Fees	$ 8,500		$ 6,500-$ 10,600	$ 9,200		$ 7,300- $ 11,200	_____	
21. Depreciation & Amortization	$ 19,300		$ 13,000-$ 30,700	$ 16,200		$ 12,600- $ 22,900	_____	
22. Interest	$ 7,300		$ 0-$ 17,600	$ 7,300		$ 300- $ 16,700	_____	
23. PROFIT (Before Federal income tax)	$ (1,200)		$ (57,000)-$ 35,300	$ 36,300		$ 15,500- $ 70,900	_____	
24. FULLTIME EMPLOYMENT	11		7- 13	10		6- 12	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 85 FM REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 5 ($150,000 - $250,000)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (70)			PROFIT ONLY STATIONS (30)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		(2.27%)	(21.13%)-11.55%		13.46%	8.31%- 21.09%		___%
2. TOTAL TIME SALES	$ 195,800	100.0%	$ 162,200-$ 228,500	$ 215,400	100.0%	$ 178,900- $ 236,800		100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0		
4. National & Regional Advertisers	12,900	6.6%	2,700- 32,200	16,200	7.5%	2,700- 38,100		
5. Local Advertisers	182,900	93.4%	153,600- 206,200	199,200	92.5%	161,600- 207,800		
6. TOTAL BROADCAST REVENUE[b]	$ 198,100		$ 162,900-$ 219,600	$ 210,600		$ 179,700- $ 229,200		
7. Non Broadcast Revenue	400		0- 3,200	100		0- 2,300		
8. Trade-outs & Barter	4,900		1,400- 13,500	2,900		100- 5,500		
9. TOTAL BROADCAST EXPENSE	$ 202,600	100.0%	$ 163,300-$ 244,000	$ 182,300	100.0%	$ 148,100- $ 200,600		100.0%
From:								
10. Technical	12,800	6.3%	7,400- 18,700	13,100	7.2%	6,500- 17,100		
11. Program	56,500	27.9%	42,000- 73,800	48,500	26.6%	36,000- 58,800		
12. Selling[c]	45,200	22.3%	29,700- 54,400	41,900	23.0%	24,700- 46,900		
13. General & Administrative	88,100	43.5%	69,000- 106,900	78,800	43.2%	56,000- 89,000		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 99,400	100.0%	$ 77,100-$ 119,700	$ 91,400	100.0%	$ 68,400- $ 102,400		100.0%
From:								
15. Technical	6,100	6.1%	1,200- 10,300	5,500	6.0%	1,000- 9,000		
16. Program	40,800	41.1%	24,500- 49,300	32,800	35.9%	18,400- 42,500		
17. Selling	32,700	32.9%	21,300- 39,700	31,600	34.6%	18,400- 34,100		
18. General & Administrative	19,800	19.9%	12,000- 28,600	21,500	23.5%	11,700- 24,200		
19. Cost of Outside News Service	$ 3,200		$ 700-$ 5,500	$ 2,700		$ 100- $ 5,000		
20. Music License Fees	$ 4,600		$ 3,700-$ 5,800	$ 4,900		$ 3,800- $ 5,900		
21. Depreciation & Amortization	$ 11,200		$ 6,600-$ 16,100	$ 8,100		$ 5,700- $ 12,600		
22. Interest	$ 4,600		$ 0-$ 13,400	$ 900		$ 0- $ 7,700		
23. PROFIT (Before Federal income tax)	$ (4,500)		$ (46,400)-$ 27,200	$ 28,300		$ 18,200- $ 41,700		
24. FULLTIME EMPLOYMENT	7		5- 8	5		4- 7		

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 86 FM REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 6 ($100,000 - $150,000)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (40)			PROFIT ONLY STATIONS (14)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		(23.79%)	(54.32%)-6.33%		8.79%	3.32%- 32.05%		___%
2. TOTAL TIME SALES	$ 130,800	100.0%	$ 116,300-$ 141,000	$ 139,700	100.0%	$ 122,300- $ 145,000	_____	100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0	_____	_____
4. National & Regional Advertisers	7,300	5.6%	0- 18,300	12,000	8.6%	1,000- 43,200	_____	_____
5. Local Advertisers	123,500	94.4%	100,800- 133,700	127,700	91.4%	95,500- 135,700	_____	_____
6. TOTAL BROADCAST REVENUE[b]	$ 129,400		$ 113,500-$ 139,100	$ 139,600		$ 122,200- $ 141,100	_____	
7. Non Broadcast Revenue	0		0- 700	0		0- 300	_____	
8. Trade-outs & Barter	2,400		0- 7,500	2,400		0- 6,800	_____	
9. TOTAL BROADCAST EXPENSE	$ 158,000	100.0%	$ 124,200-$ 186,100	$ 127,300	100.0%	$ 91,200- $ 128,900	_____	100.0%
From:								
10. Technical	8,200	5.2%	4,800- 13,800	9,700	7.6%	4,800- 15,900	_____	_____
11. Program	46,800	29.6%	33,300- 61,200	41,200	32.4%	25,200- 46,700	_____	_____
12. Selling[c]	26,900	17.0%	17,800- 36,900	24,200	19.0%	13,400- 26,000	_____	_____
13. General & Administrative	76,100	48.2%	48,100- 96,500	52,200	41.0%	30,700- 54,200	_____	_____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 72,400	100.0%	$ 57,800-$ 89,000	$ 58,700	100.0%	$ 45,400- $ 59,400	_____	100.0%
From:								
15. Technical	2,900	4.0%	200- 5,400	3,600	6.2%	0- 5,700	_____	_____
16. Program	29,600	40.9%	18,400- 42,600	24,000	40.9%	11,900- 27,900	_____	_____
17. Selling	19,500	26.9%	14,000- 26,400	17,600	30.0%	10,800- 20,000	_____	_____
18. General & Administrative	20,400	28.2%	13,200- 27,100	13,500	22.9%	4,300- 19,600	_____	_____
19. Cost of Outside News Service	$ 3,500		$ 1,500-$ 5,800	$ 3,500		$ 600- $ 6,900	_____	
20. Music License Fees	$ 3,000		$ 2,600-$ 3,800	$ 3,600		$ 3,100- $ 4,500	_____	
21. Depreciation & Amortization	$ 11,900		$ 5,900-$ 21,000	$ 5,200		$ 4,100- $ 12,000	_____	
22. Interest	$ 4,200		$ 0-$ 10,200	$ 100		$ 0- $ 4,000	_____	
23. PROFIT (Before Federal income tax)	$ (28,600)		$ (58,100)-$ 7,700	$ 12,300		$ 4,600- $ 42,800	_____	
24. FULLTIME EMPLOYMENT	5		4- 8	4		2- 5	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 87 FM REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 7 (Under $100,000)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (30)			PROFIT ONLY STATIONS (3)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		(31.32%)	(60.73%)-(10.21%)					___%
2. TOTAL TIME SALES	$ 70,900	100.0%	$ 40,600-$ 84,600					100.0%
From:								
3. Network Compensation	0	0.0%	0- 0					
4. National & Regional Advertisers	4,000	5.7%	0- 20,700					
5. Local Advertisers	66,900	94.3%	33,900- 75,700					
6. TOTAL BROADCAST REVENUE[b]	$ 70,700		$ 38,500-$ 85,900					
7. Non Broadcast Revenue	0		0- 1,100					
8. Trade-outs & Barter	1,100		0- 3,300					
9. TOTAL BROADCAST EXPENSE	$ 92,800	100.0%	$ 58,500-$ 112,400					100.0%
From:								
10. Technical	8,400	9.0%	4,000- 12,100					
11. Program	25,500	27.5%	12,000- 32,100					
12. Selling[c]	12,500	13.5%	5,200- 22,900					
13. General & Administrative	46,400	50.0%	24,400- 53,400					
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 46,500	100.0%	$ 22,700-$ 49,400					100.0%
From:								
15. Technical	3,400	7.3%	0- 7,100					
16. Program	17,900	38.6%	2,500- 18,800					
17. Selling	13,300	28.6%	3,800- 15,100					
18. General & Administrative	11,900	25.5%	3,800- 18,300					
19. Cost of Outside News Service	$ 2,300		$ 300-$ 3,900					
20. Music License Fees	$ 1,200		$ 800-$ 1,900					
21. Depreciation & Amortization	$ 6,900		$ 2,200-$ 13,100					
22. Interest	$ 1,300		$ 0-$ 7,600					
23. PROFIT (Before Federal income tax)	$ (22,100)		$ (32,600)-$ (7,300)					
24. FULLTIME EMPLOYMENT	3		1- 3					

SAMPLE INSUFFICIENT TO BE MEANINGFUL

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 88 **CLASS 1-A 50kw STATIONS, NATIONWIDE**

REVENUE AND EXPENSE ITEMS Line No.	ALL STATIONS (14) Typical Dollar Figures Col. 1	 Typical Percent Figures Col. 2	 Middle 50% Range Col. 3	PROFIT ONLY STATIONS (13) Typical Dollar Figures Col. 4	 Typical Percent Figures Col. 5	 Middle 50% Range Col. 6	YOUR STATION Dollar Figures Col. 7	 Percent Figures Col. 8
1. PROFIT MARGIN[a]		23.79%	9.31%-33.92%		24.57%	10.87%- 33.92%		___%
2. TOTAL TIME SALES	$ 7,552,400	100.0%	$ 3,242,000-$ 11,623,600	$ 8,475,400	100.0%	$ 3,242,000- $11,623,600	_____	100.0%
From:								
3. Network Compensation	90,600	1.2%	14,600- 343,400	118,600	1.4%	40,400- 343,400	_____	_____
4. National & Regional Advertisers	2,945,500	39.0%	966,400- 3,782,400	3,076,600	36.3%	1,089,300- 3,782,400	_____	_____
5. Local Advertisers	4,516,300	59.8%	2,254,700- 7,441,900	5,280,200	62.3%	2,254,700- 7,441,900	_____	_____
6. TOTAL BROADCAST REVENUE[b]	$ 6,272,100		$ 2,780,300-$ 9,562,600	$ 7,041,700		$ 2,780,300- $ 9,562,600	_____	
7. Non Broadcast Revenue	18,500		3,900- 54,100	22,700		3,000- 66,800	_____	
8. Trade-outs & Barter	166,300		94,400- 575,200	136,200		94,400- 575,200	_____	
9. TOTAL BROADCAST EXPENSE	$ 4,780,000	100.0%	$ 2,374,100-$ 7,191,900	$ 5,311,600	100.0%	$ 2,374,100- $ 7,191,900	_____	100.0%
From:								
10. Technical	415,900	8.7%	245,600- 609,800	462,100	8.7%	264,900- 609,800	_____	_____
11. Program	1,983,700	41.5%	970,000- 1,919,300	2,273,400	42.8%	969,600- 1,919,300	_____	_____
12. Selling[c]	1,175,900	24.6%	557,000- 1,597,900	1,327,900	25.0%	557,000- 1,597,900	_____	_____
13. General & Administrative	1,204,500	25.2%	625,500- 1,914,200	1,248,200	23.5%	625,500- 1,914,200	_____	_____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 1,662,000	100.0%	$ 1,045,400-$ 2,797,800	$ 1,802,800	100.0%	$ 1,108,600- $ 2,797,800	_____	100.0%
From:								
15. Technical	201,100	12.1%	138,900- 471,600	201,900	11.2%	156,900- 471,600	_____	_____
16. Program	877,500	52.8%	547,400- 1,230,500	980,700	54.4%	547,400- 1,230,500	_____	_____
17. Selling	382,300	23.0%	244,200- 571,500	418,300	23.2%	298,400- 571,500	_____	_____
18. General & Administrative	201,100	12.1%	112,100- 305,500	201,900	11.2%	133,600- 305,500	_____	_____
19. Cost of Outside News Service	$ 57,200		$ 29,600-$ 117,900	$ 56,000		$ 29,600- $ 117,900	_____	
20. Music License Fees	$ 177,600		$ 66,100-$ 244,300	$ 189,900		$ 66,100- $ 244,300	_____	
21. Depreciation & Amortization	$ 121,500		$ 84,400-$ 201,200	$ 121,300		$ 84,400- $ 189,100	_____	
22. Interest	$ 0		$ 0-$ 28,300	$ 0		$ 0- $ 18,100	_____	
23. PROFIT (Before Federal income tax)	$ 1,492,100		$ 292,500-$ 2,974,400	$ 1,730,100		$ 330,200- $ 2,974,400	_____	
24. FULLTIME EMPLOYMENT	51		46- 77	52		48- 77	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

Table 89 **1980 FULLTIME EMPLOYMENT YARDSTICKS**

Station Grouping	Market Size	Population Range	Typical Fulltime Employment	Middle 50% Range	Total Payroll as Percent of Net Revenue	Total Payroll as Percent of Total Expenses	Productivity Quotient[a]	Efficiency Quotient[b]	Net Per Fulltime Employee
ALL STATIONS	1*	Over 2.5 million	34	24-52	33.7%	40.2%	$81,700	$68,400	$13,300
	1**	Over 2.5 million	13	10-19	51.3	51.1	37,900	38,000	(100)
	2	1 - 2.5 million	22	14-31	39.2	41.9	51,300	48,000	3,300
	3	500,000 - 1 million	17	11-27	43.2	44.6	42,900	41,600	1,300
	4	250,000 - 500,000	17	10-22	45.9	47.7	33,100	31,900	1,200
	5	100,000 - 250,000	14	10-19	49.6	51.2	29,500	28,600	900
	6	50,000 - 100,000	15	10-20	48.7	51.0	29,900	28,600	1,300
	7	25,000 - 50,000	13	8-18	46.5	48.4	28,800	27,700	1,100
	8	10,000 - 25,000	11	8-14	49.2	51.5	29,300	28,000	1,300
	9	Under 10,000	7	5-10	49.7	51.5	28,200	27,200	1,000
FULLTIME AM STATIONS	1*	Over 2.5 million	55	42-79	30.9	40.0	97,000	75,000	22,000
	1**	Over 2.5 million	12	11-19	50.8	50.5	42,900	43,200	(300)
	2	1 - 2.5 million	33	21-42	37.0	42.9	59,700	51,500	8,200
	3	500,000 - 1 million	23	16-30	42.1	41.5	31,100	31,600	(500)
	4	250,000 - 500,000	18	14-22	48.6	49.8	35,900	35,100	800
	5	100,000 - 250,000	15	12-20	48.1	50.2	34,500	33,100	1,400
	6	50,000 - 100,000	15	13-19	47.3	51.6	31,100	28,500	2,600
	7	25,000 - 50,000	14	12-18	45.5	49.2	30,500	28,200	2,300
	8	10,000 - 25,000	12	9-15	48.0	52.0	27,700	25,600	2,100
	9	Under 10,000	8	5-11	48.5	51.4	27,700	26,200	1,500
AM/FM STATIONS	1	Over 2.5 million	34	22-45	39.9	39.8	44,600	44,800	(200)
	2	1 - 2.5 million	25	13-30	40.0	41.0	44,100	43,100	1,000
	3	500,000 - 1 million	25	17-34	35.8	39.2	49,700	45,400	4,300
	4	250,000 - 500,000	21	16-32	45.2	47.0	40,400	38,800	1,600
	5	100,000 - 250,000	19	14-23	50.9	51.6	29,500	29,000	500
	6	50,000 - 100,000	19	14-21	45.2	45.9	29,800	29,300	500
	7	25,000 - 50,000	18	15-24	52.4	54.3	30,000	29,000	1,000
	8	10,000 - 25,000	12	9-15	46.1	47.5	31,600	30,600	1,000
	9	Under 10,000	8	6-11	49.9	52.7	30,400	28,800	1,600
DAYTIME STATIONS	1	Over 1 million	9	7-15	49.8	50.4	39,500	38,900	600
	2	100,000 - 1 million	6	4-11	44.9	44.1	29,100	29,600	(500)
	3	10,000 - 100,000	9	6-11	51.5	54.0	25,500	24,300	1,200
	4	Under 10,000	5	4-7	49.4	50.9	26,900	26,100	800
FM STATIONS	1	Over 2.5 million	25	19-32	34.9	37.1	71,500	67,400	4,100
	2	1 - 2.5 million	18	14-23	34.5	38.3	61,800	55,600	6,200
	3	500,000 - 1 million	13	9-17	40.4	43.8	55,400	51,200	4,200
	4	250,000 - 500,000	11	7-16	42.8	46.4	40,400	37,300	3,100
	5	100,000 - 250,000	9	5-13	44.1	47.9	30,100	27,800	2,300
	6	25,000 - 100,000	7	4-13	49.4	45.5	31,300	34,000	(2,700)
	7	Under 25,000	7	4-9	48.8	46.8	23,400	24,400	(1,000)
CLASS 1-A 50kw STATIONS		NATIONWIDE	51	46-77	26.5	34.8	123,000	93,700	29,300

*Stations with revenues over $1,000,000.
**Stations with revenues under $1,000,000.

[a]Net revenue per fulltime employee.
[b]Operating cost per fulltime employee.

PART IV. NATIONWIDE FINANCIAL YARDSTICKS BY FORMAT

The following statistical tables have been compiled by type of station and format. The commonly reported formats are: MOR (middle of the road), AOR (album oriented rock), Top 40, Beautiful Music, Country, Religious, and News/Talk. In the AM/FM category, where sufficient associated stations reported two identical formats, the data is displayed as a combined format. Other formats not mentioned are included in the above formats, and are as follows:

MOR	adult, adult contemporary, bright, uptempo, good or easy listening, standards, entertainment and conservative
AOR	progressive, underground, hard rock, folk, alternative, free form, progressive rock
Top 40	contemporary, rock, request, popular, hit parade
Beautiful Music	good music, instrumental
Country	country and western, bluegrass
Religious	gospel, sacred, christian, inspirational
News/Talk	news, talk, discussion, interview, personality, informational

TABLE 90 FULLTIME AM STATIONS, NATIONWIDE MOR FORMAT

REVENUE AND EXPENSE ITEMS	ALL STATIONS (310) Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	YOUR STATION Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5
1. PROFIT MARGIN[a]		7.31%	(5.29%)-17.82%		____%
2. TOTAL TIME SALES	$ 464,300	100.0%	$ 275,000-$ 981,900	_____	100.0%
From:					
3. Network Compensation	0	0.0%	0- 7,200	_____	____
4. National & Regional Advertisers	54,300	11.7%	20,300- 192,100	_____	____
5. Local Advertisers	410,000	88.3%	236,000- 795,900	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 446,200		$ 271,000-$ 926,300	_____	
7. Non Broadcast Revenue	1,700		0- 9,100	_____	
8. Trade-outs & Barter	13,600		2,200- 43,400	_____	
9. TOTAL BROADCAST EXPENSE	$ 413,600	100.0%	$ 275,200-$ 918,700	_____	100.0%
From:					
10. Technical	23,200	5.6%	11,800- 52,100	_____	____
11. Program	116,200	28.1%	83,000- 284,200	_____	____
12. Selling[c]	94,700	22.9%	55,900- 209,600	_____	____
13. General & Administrative	179,500	43.4%	119,300- 353,600	_____	____
SELECTED EXPENSE ITEMS					
14. Total Salaries[d]	$ 200,000	100.0%	$ 141,200-$ 417,800	_____	100.0%
From:					
15. Technical	10,600	5.3%	4,000- 26,300	_____	____
16. Program	76,800	38.4%	55,900- 176,500	_____	____
17. Selling	65,800	32.9%	41,200- 142,200	_____	____
18. General & Administrative	46,800	23.4%	34,000- 85,000	_____	____
19. Cost of Outside News Service	$ 7,000		$ 5,000-$ 11,400	_____	
20. Music License Fees	$ 12,000		$ 6,800-$ 24,200	_____	
21. Depreciation & Amortization	$ 21,400		$ 10,200-$ 47,100	_____	
22. Interest	$ 1,500		$ 0-$ 15,000	_____	
23. PROFIT (Before Federal income tax)	$ 32,600		$ (18,900)-$ 102,600	_____	
24. FULLTIME EMPLOYMENT	15		11- 24	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 91 FULLTIME AM STATIONS, NATIONWIDE TOP 40 FORMAT

REVENUE AND EXPENSE ITEMS	ALL STATIONS (54) Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	YOUR STATION Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5
1. PROFIT MARGIN[a]		4.63%	(7.36%)-12.84%		____%
2. TOTAL TIME SALES	$ 501,400	100.0%	$ 294,400-$ 916,800	_____	100.0%
From:					
3. Network Compensation	0	0.0%	0- 3,100	_____	____
4. National & Regional Advertisers	68,200	13.6%	32,500- 187,200	_____	____
5. Local Advertisers	433,200	86.4%	274,500- 656,600	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 486,900		$ 287,400-$ 860,300	_____	
7. Non Broadcast Revenue	300		0- 5,400	_____	
8. Trade-outs & Barter	22,400		5,400- 43,700	_____	
9. TOTAL BROADCAST EXPENSE	$ 464,400	100.0%	$ 312,900-$ 863,000	_____	100.0%
From:					
10. Technical	20,900	4.5%	10,500- 45,900	_____	____
11. Program	125,400	27.0%	89,400- 260,200	_____	____
12. Selling[c]	110,100	23.7%	60,000- 168,900	_____	____
13. General & Administrative	208,000	44.8%	138,300- 344,800	_____	____
SELECTED EXPENSE ITEMS					
14. Total Salaries[d]	$ 219,500	100.0%	$ 158,500-$ 391,700	_____	100.0%
From:					
15. Technical	9,700	4.4%	3,200- 19,900	_____	____
16. Program	84,300	38.4%	60,800- 153,300	_____	____
17. Selling	66,900	30.5%	45,600- 108,700	_____	____
18. General & Administrative	58,600	26.7%	38,800- 85,000	_____	____
19. Cost of Outside News Service	$ 6,100		$ 4,400-$ 11,700	_____	
20. Music License Fees	$ 12,800		$ 8,000-$ 23,200	_____	
21. Depreciation & Amortization	$ 18,900		$ 11,600-$ 39,900	_____	
22. Interest	$ 3,500		$ 0-$ 15,100	_____	
23. PROFIT (Before Federal income tax)	$ 22,500		$ (30,100)-$ 64,300	_____	
24. FULLTIME EMPLOYMENT	15		11- 20	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 92 FULLTIME AM STATIONS, NATIONWIDE COUNTRY FORMAT

REVENUE AND EXPENSE ITEMS	ALL STATIONS (105) Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	YOUR STATION Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5
1. PROFIT MARGIN[a]		3.03%	(10.85%)-15.80%		____%
2. TOTAL TIME SALES	$ 414,700	100.0%	$ 240,700-$ 837,900	_____	100.0%
From:					
3. Network Compensation	0	0.0%	0- 5,900	_____	____
4. National & Regional Advertisers	55,600	13.4%	19,200- 143,000	_____	____
5. Local Advertisers	359,100	86.6%	221,000- 696,300	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 382,100		$ 237,900-$ 808,600	_____	
7. Non Broadcast Revenue	700		0- 8,100	_____	
8. Trade-outs & Barter	26,400		5,300- 57,600	_____	
9. TOTAL BROADCAST EXPENSE	$ 370,500	100.0%	$ 248,800-$ 810,500	_____	100.0%
From:					
10. Technical	15,200	4.1%	9,700- 37,700	_____	____
11. Program	102,600	27.7%	67,300- 192,000	_____	____
12. Selling[c]	83,700	22.6%	47,200- 184,300	_____	____
13. General & Administrative	169,000	45.6%	113,300- 330,900	_____	____
SELECTED EXPENSE ITEMS					
14. Total Salaries[d]	$ 164,800	100.0%	$ 120,000-$ 343,000	_____	100.0%
From:					
15. Technical	7,800	4.7%	3,200- 18,300	_____	____
16. Program	63,900	38.8%	42,200- 131,900	_____	____
17. Selling	50,100	30.4%	32,100- 127,500	_____	____
18. General & Administrative	43,000	26.1%	32,900- 78,600	_____	____
19. Cost of Outside News Service	$ 6,200		$ 4,400-$ 8,900	_____	
20. Music License Fees	$ 9,900		$ 5,200-$ 17,900	_____	
21. Depreciation & Amortization	$ 24,200		$ 10,000-$ 42,700	_____	
22. Interest	$ 5,100		$ 0-$ 32,400	_____	
23. PROFIT (Before Federal income tax)	$ 11,600		$ (39,500)-$ 90,100	_____	
24. FULLTIME EMPLOYMENT	15		9- 20	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 93 FULLTIME AM STATIONS, NATIONWIDE NEWS/TALK FORMAT

REVENUE AND EXPENSE ITEMS	ALL STATIONS (43) Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	YOUR STATION Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5
1. PROFIT MARGIN[a]		5.70%	(15.16%)-20.60%		____%
2. TOTAL TIME SALES	$ 2,214,600	100.0%	$ 731,300-$ 3,870,200	_____	100.0%
From:					
3. Network Compensation	53,100	2.4%	10,100- 159,600	_____	____
4. National & Regional Advertisers	617,900	27.9%	101,600- 1,430,800	_____	____
5. Local Advertisers	1,543,600	69.7%	630,000- 2,543,400	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 1,852,900		$ 695,500-$ 3,251,600	_____	
7. Non Broadcast Revenue	6,800		200- 39,900	_____	
8. Trade-outs & Barter	107,300		29,000- 266,100	_____	
9. TOTAL BROADCAST EXPENSE	1,747,300	100.0%	$ 710,800-$ 3,446,800	_____	100.0%
From:					
10. Technical	92,600	5.3%	42,400- 299,800	_____	____
11. Program	735,600	42.1%	293,900- 1,345,700	_____	____
12. Selling[c]	382,700	21.9%	157,300- 916,400	_____	____
13. General & Administrative	536,400	30.7%	289,500- 1,001,000	_____	____
SELECTED EXPENSE ITEMS					
14. Total Salaries[d]	$ 734,200	100.0%	$ 364,500-$ 1,492,200	_____	100.0%
From:					
15. Technical	39,600	5.4%	21,300- 224,000	_____	____
16. Program	409,700	55.8%	199,200- 826,600	_____	____
17. Selling	190,900	26.0%	118,400- 402,500	_____	____
18. General & Administrative	94,000	12.8%	73,200- 203,800	_____	____
19. Cost of Outside News Service	$ 32,100		$ 11,500-$ 67,800	_____	
20. Music License Fees	$ 14,200		$ 10,600-$ 38,600	_____	
21. Depreciation & Amortization	$ 55,200		$ 22,900-$ 140,300	_____	
22. Interest	$ 0		$ 0-$ 7,100	_____	
23. PROFIT (Before Federal income tax)	$ 105,600		$ (119,600)-$ 513,200	_____	
24. FULLTIME EMPLOYMENT	36		24- 63	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 94 FULLTIME AM STATIONS, NATIONWIDE ETHNIC FORMAT

REVENUE AND EXPENSE ITEMS	ALL STATIONS (13) Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	YOUR STATION Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5
1. PROFIT MARGIN[a]		7.86%	(5.47%)-18.09%		____%
2. TOTAL TIME SALES	$ 597,500	100.0%	$ 287,300-$ 1,041,800	_____	100.0%
From:					
3. Network Compensation	0	0.0%	0- 0	_____	_____
4. National & Regional Advertisers	86,000	14.4%	9,500- 241,000	_____	_____
5. Local Advertisers	511,500	85.6%	201,100- 633,800	_____	_____
6. TOTAL BROADCAST REVENUE[b]	$ 591,200		$ 252,000-$ 964,900	_____	
7. Non Broadcast Revenue	0		0- 2,700	_____	
8. Trade-outs & Barter	14,500		7,000- 44,900	_____	
9. TOTAL BROADCAST EXPENSE	$ 544,700	100.0%	$ 229,000-$ 857,400	_____	100.0%
From:					
10. Technical	38,100	7.0%	14,200- 50,100	_____	_____
11. Program	146,000	26.8%	59,000- 257,000	_____	_____
12. Selling[c]	96,400	17.7%	44,400- 180,500	_____	_____
13. General & Administrative	264,200	48.5%	112,000- 435,900	_____	_____
SELECTED EXPENSE ITEMS					
14. Total Salaries[d]	$ 280,500	100.0%	$ 119,000-$ 361,800	_____	100.0%
From:					
15. Technical	14,000	5.0%	4,700- 39,200	_____	_____
16. Program	122,600	43.7%	39,900- 194,200	_____	_____
17. Selling	72,100	25.7%	29,300- 122,000	_____	_____
18. General & Administrative	71,800	25.6%	35,500- 98,000	_____	_____
19. Cost of Outside News Service	$ 6,500		$ 3,600-$ 9,200	_____	
20. Music License Fees	$ 9,500		$ 4,200-$ 19,300	_____	
21. Depreciation & Amortization	$ 21,200		$ 5,800-$ 47,000	_____	
22. Interest	$ 9,900		$ 3,100-$ 41,100	_____	
23. PROFIT (Before Federal income tax)	$ 46,500		$ (26,500)-$ 127,900	_____	
24. FULLTIME EMPLOYMENT	14		8- 25	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 95 FULLTIME AM STATIONS, NATIONWIDE BLACK FORMAT

REVENUE AND EXPENSE ITEMS	ALL STATIONS (13) Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	YOUR STATION Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5
1. PROFIT MARGIN[a]		(16.22%)	(41.43%)-0.07%		____%
2. TOTAL TIME SALES	$ 469,800	100.0%	$ 314,700-$ 714,500	_____	100.0%
From:					
3. Network Compensation	1,400	0.3%	0- 24,700	_____	_____
4. National & Regional Advertisers	67,200	14.3%	45,800- 178,400	_____	_____
5. Local Advertisers	401,200	85.4%	221,600- 500,100	_____	_____
6. TOTAL BROADCAST REVENUE[b]	$ 417,100		$ 316,700-$ 681,100	_____	
7. Non Broadcast Revenue	0		0- 16,800	_____	
8. Trade-outs & Barter	23,500		12,700- 45,200	_____	
9. TOTAL BROADCAST EXPENSE	$ 484,800	100.0%	$ 298,100-$ 874,300	_____	100.0%
From:					
10. Technical	25,200	5.2%	16,100- 64,800	_____	_____
11. Program	113,400	23.4%	62,200- 165,100	_____	_____
12. Selling[c]	99,900	20.6%	43,000- 152,800	_____	_____
13. General & Administrative	246,300	50.8%	141,800- 394,200	_____	_____
SELECTED EXPENSE ITEMS					
14. Total Salaries[d]	$ 170,800	100.0%	$ 125,200-$ 318,300	_____	100.0%
From:					
15. Technical	9,400	5.5%	6,200- 20,600	_____	_____
16. Program	56,500	33.1%	44,700- 113,800	_____	_____
17. Selling	54,500	31.9%	21,100- 85,800	_____	_____
18. General & Administrative	50,400	29.5%	34,800- 98,500	_____	_____
19. Cost of Outside News Service	$ 6,000		$ 3,700-$ 8,300	_____	
20. Music License Fees	$ 9,200		$ 2,800-$ 14,300	_____	
21. Depreciation & Amortization	$ 36,400		$ 21,500-$ 55,800	_____	
22. Interest	$ 6,500		$ 0-$ 24,700	_____	
23. PROFIT (Before Federal income tax)	$ (67,700)		$ (178,700)-$ 2,600	_____	
24. FULLTIME EMPLOYMENT	14		10- 20	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 96 AM/FM STATIONS, NATIONWIDE MOR FORMAT

REVENUE AND EXPENSE ITEMS	ALL STATIONS (112) Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	YOUR STATION Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5
1. PROFIT MARGIN[a]		4.95%	(0.39%)-11.28%		____%
2. TOTAL TIME SALES	$ 331,400	100.0%	$ 245,300-$ 452,800	_____	100.0%
From:					
3. Network Compensation	0	0.0%	0- 900	_____	____
4. National & Regional Advertisers	25,500	7.7%	11,000- 55,500	_____	____
5. Local Advertisers	305,900	92.3%	207,600- 418,100	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 329,100		$ 244,400-$ 446,300	_____	
7. Non Broadcast Revenue	300		0- 5,800	_____	
8. Trade-outs & Barter	1,800		0- 11,300	_____	
9. TOTAL BROADCAST EXPENSE	$ 312,800	100.0%	$ 235,600-$ 465,900	_____	100.0%
From:					
10. Technical	18,500	5.9%	9,700- 43,100	_____	____
11. Program	97,300	31.1%	69,300- 131,900	_____	____
12. Selling[c]	58,800	18.8%	37,400- 99,600	_____	____
13. General & Administrative	138,200	44.2%	90,600- 237,500	_____	____
SELECTED EXPENSE ITEMS					
14. Total Salaries[d]	$ 156,000	100.0%	$ 117,900-$ 243,100	_____	100.0%
From:					
15. Technical	8,900	5.7%	3,300- 16,600	_____	____
16. Program	64,300	41.2%	43,500- 87,300	_____	____
17. Selling	42,400	27.2%	29,200- 72,700	_____	____
18. General & Administrative	40,400	25.9%	30,000- 76,200	_____	____
19. Cost of Outside News Service	$ 6,300		$ 5,200-$ 8,700	_____	
20. Music License Fees	$ 8,600		$ 5,700-$ 11,900	_____	
21. Depreciation & Amortization	$ 12,400		$ 7,700-$ 30,400	_____	
22. Interest	$ 2,700		$ 0-$ 18,200	_____	
23. PROFIT (Before Federal income tax)	$ 16,300		$ (1,200)-$ 41,500	_____	
24. FULLTIME EMPLOYMENT	11		9- 15	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 97 AM/FM STATIONS, NATIONWIDE TOP 40 FORMAT

REVENUE AND EXPENSE ITEMS	ALL STATIONS (14) Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	YOUR STATION Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5
1. PROFIT MARGIN[a]		1.13%	(13.98%)-14.13%		____%
2. TOTAL TIME SALES	$ 557,300	100.0%	$ 251,600-$ 777,000	_____	100.0%
From:					
3. Network Compensation	0	0.0%	0- 4,100	_____	_____
4. National & Regional Advertisers	69,100	12.4%	7,000- 175,300	_____	_____
5. Local Advertisers	488,200	87.6%	219,500- 642,800	_____	_____
6. TOTAL BROADCAST REVENUE[b]	$ 567,200		$ 244,900-$ 697,800	_____	
7. Non Broadcast Revenue	0		0- 4,500	_____	
8. Trade-outs & Barter	7,300		0- 55,600	_____	
9. TOTAL BROADCAST EXPENSE	$ 560,800	100.0%	$ 254,200-$ 671,500	_____	100.0%
From:					
10. Technical	29,700	5.3%	10,800- 41,700	_____	_____
11. Program	161,000	28.7%	67,500- 190,100	_____	_____
12. Selling[c]	130,100	23.2%	54,400- 156,900	_____	_____
13. General & Administrative	240,000	42.8%	120,600- 313,300	_____	_____
SELECTED EXPENSE ITEMS					
14. Total Salaries[d]	$ 269,600	100.0%	$ 154,300-$ 350,100	_____	100.0%
From:					
15. Technical	15,900	5.9%	6,700- 16,600	_____	_____
16. Program	103,800	38.5%	59,900- 123,100	_____	_____
17. Selling	76,600	28.4%	45,300- 97,600	_____	_____
18. General & Administrative	73,300	27.2%	48,500- 76,700	_____	_____
19. Cost of Outside News Service	$ 7,000		$ 3,700-$ 10,100	_____	
20. Music License Fees	$ 13,600		$ 7,600-$ 20,300	_____	
21. Depreciation & Amortization	$ 24,900		$ 14,100-$ 50,700	_____	
22. Interest	$ 12,200		$ 0-$ 56,400	_____	
23. PROFIT (Before Federal income tax)	$ 6,400		$ (35,100)-$ 86,900	_____	
24. FULLTIME EMPLOYMENT	18		11- 22	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 98 AM/FM STATIONS, NATIONWIDE BEAUTIFUL MUSIC FORMAT

REVENUE AND EXPENSE ITEMS	ALL STATIONS (14) Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	YOUR STATION Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5
1. PROFIT MARGIN[a]		11.99%	(34.47%)-10.40%		____%
2. TOTAL TIME SALES	$ 1,316,400	100.0%	$ 471,700-$ 2,519,900	_____	100.0%
From:					
3. Network Compensation	1,300	0.1%	0- 28,300	_____	____
4. National & Regional Advertisers	273,800	20.8%	79,800- 733,000	_____	____
5. Local Advertisers	1,041,300	79.1%	246,200- 1,824,900	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 1,225,900		$ 442,500-$ 2,178,400	_____	
7. Non Broadcast Revenue	2,500		0- 17,100	_____	
8. Trade-outs & Barter	51,700		3,800- 190,200	_____	
9. TOTAL BROADCAST EXPENSE	$ 1,078,900	100.0%	$ 561,900-$ 2,695,100	_____	100.0%
From:					
10. Technical	70,100	6.5%	42,200- 134,600	_____	____
11. Program	278,400	25.8%	146,400- 571,100	_____	____
12. Selling[c]	222,200	20.6%	80,000- 639,100	_____	____
13. General & Administrative	508,200	47.1%	223,300- 1,262,800	_____	____
SELECTED EXPENSE ITEMS					
14. Total Salaries[d]	$ 371,800	100.0%	$ 218,100-$ 833,600	_____	100.0%
From:					
15. Technical	29,000	7.8%	11,200- 61,400	_____	____
16. Program	126,400	34.0%	77,500- 284,400	_____	____
17. Selling	146,900	39.5%	67,100- 324,300	_____	____
18. General & Administrative	69,500	18.7%	47,700- 155,800	_____	____
19. Cost of Outside News Service	$ 9,800		$ 7,300-$ 18,100	_____	
20. Music License Fees	$ 27,300		$ 12,200-$ 57,900	_____	
21. Depreciation & Amortization	$ 125,800		$ 19,400-$ 215,100	_____	
22. Interest	$ 11,900		$ 0-$ 209,500	_____	
23. PROFIT (Before Federal income tax)	$ 147,000		$ (522,900)-$ 220,600	_____	
24. FULLTIME EMPLOYMENT	21		16- 29	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 99 AM/FM STATIONS, NATIONWIDE COUNTRY FORMAT

REVENUE AND EXPENSE ITEMS	ALL STATIONS (49) Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	YOUR STATION Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5
1. PROFIT MARGIN[a]		1.79%	(9.05%)-10.56%		____%
2. TOTAL TIME SALES	$ 341,200	100.0%	$ 165,900-$ 968,000	_____	100.0%
From:					
3. Network Compensation	0	0.0%	0- 0	_____	____
4. National & Regional Advertisers	29,000	8.5%	11,500- 173,200	_____	____
5. Local Advertisers	312,200	91.5%	160,900- 645,600	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 341,200		$ 165,900-$ 882,700	_____	
7. Non Broadcast Revenue	0		0- 4,600	_____	
8. Trade-outs & Barter	6,800		0- 39,100	_____	
9. TOTAL BROADCAST EXPENSE	$ 335,100	100.0%	$ 170,600-$ 815,000	_____	100.0%
From:					
10. Technical	28,800	8.6%	13,800- 52,200	_____	____
11. Program	93,200	27.8%	52,100- 189,200	_____	____
12. Selling[c]	62,300	18.6%	25,500- 169,700	_____	____
13. General & Administrative	150,800	45.0%	74,600- 385,800	_____	____
SELECTED EXPENSE ITEMS					
14. Total Salaries[d]	$ 157,000	100.0%	$ 88,500-$ 355,400	_____	100.0%
From:					
15. Technical	11,500	7.3%	3,200- 21,300	_____	____
16. Program	56,000	35.7%	32,400- 143,200	_____	____
17. Selling	46,800	29.8%	21,300- 117,800	_____	____
18. General & Administrative	42,700	27.2%	23,700- 77,300	_____	____
19. Cost of Outside News Service	$ 5,800		$ 4,800-$ 9,100	_____	
20. Music License Fees	$ 7,600		$ 4,500-$ 17,200	_____	
21. Depreciation & Amortization	$ 14,000		$ 7,600-$ 49,800	_____	
22. Interest	$ 4,900		$ 100-$ 14,900	_____	
23. PROFIT (Before Federal income tax)	$ 6,100		$ (29,800)-$ 22,800	_____	
24. FULLTIME EMPLOYMENT	11		6- 23	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 100 AM/FM STATIONS, NATIONWIDE MOR & COUNTRY FORMAT

REVENUE AND EXPENSE ITEMS	ALL STATIONS (77) Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	YOUR STATION Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5
1. PROFIT MARGIN[a]		4.61%	(1.78%)-10.07%		____%
2. TOTAL TIME SALES	$ 434,800	100.0%	$ 269,400-$ 634,600	_____	100.0%
From:					
3. Network Compensation	0	0.0%	0- 300	_____	____
4. National & Regional Advertisers	39,600	9.1%	18,300- 73,100	_____	____
5. Local Advertisers	395,200	90.9%	237,500- 558,600	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 433,600		$ 266,200-$ 628,200	_____	
7. Non Broadcast Revenue	1,800		0- 7,200	_____	
8. Trade-outs & Barter	2,400		0- 13,000	_____	
9. TOTAL BROADCAST EXPENSE	$ 413,600	100.0%	$ 242,700-$ 586,000	_____	100.0%
From:					
10. Technical	30,200	7.3%	16,200- 39,300	_____	____
11. Program	115,800	28.0%	74,300- 175,500	_____	____
12. Selling[c]	85,200	20.6%	38,700- 142,700	_____	____
13. General & Administrative	182,400	44.1%	115,100- 242,200	_____	____
SELECTED EXPENSE ITEMS					
14. Total Salaries[d]	$ 218,700	100.0%	$ 134,400-$ 321,300	_____	100.0%
From:					
15. Technical	13,100	6.0%	8,400- 18,800	_____	____
16. Program	78,900	36.1%	47,000- 120,300	_____	____
17. Selling	68,700	31.4%	28,100- 103,000	_____	____
18. General & Administrative	58,000	26.5%	29,200- 94,800	_____	____
19. Cost of Outside News Service	$ 7,400		$ 5,400-$ 9,800	_____	
20. Music License Fees	$ 11,000		$ 6,700-$ 15,400	_____	
21. Depreciation & Amortization	$ 18,700		$ 8,800-$ 31,200	_____	
22. Interest	$ 4,700		$ 500-$ 14,300	_____	
23. PROFIT (Before Federal income tax)	$ 20,000		$ (5,700)-$ 47,800	_____	
24. FULLTIME EMPLOYMENT	14		8- 21	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 101 AM/FM STATIONS, NATIONWIDE MOR & BEAUTIFUL MUSIC FORMAT

REVENUE AND EXPENSE ITEMS	ALL STATIONS (40)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5
1. PROFIT MARGIN[a]		7.43%	1.69%-18.73%		____%
2. TOTAL TIME SALES	$ 430,900	100.0%	$ 364,700-$ 697,300	_____	100.0%
From:					
3. Network Compensation	0	0.0%	0- 1,900	_____	____
4. National & Regional Advertisers	64,600	15.0%	31,500- 167,700	_____	____
5. Local Advertisers	366,300	85.0%	308,300- 597,700	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 417,200		$ 363,300-$ 773,300	_____	
7. Non Broadcast Revenue	2,000		0- 7,400	_____	
8. Trade-outs & Barter	9,200		1,700 22,200	_____	
9. TOTAL BROADCAST EXPENSE	$ 386,200	100.0%	$ 322,500-$ 762,000	_____	100.0%
From:					
10. Technical	35,500	9.2%	20,500- 53,600	_____	____
11. Program	115,500	29.9%	88,900- 213,300	_____	____
12. Selling[c]	66,400	17.2%	53,700- 185,700	_____	____
13. General & Administrative	168,800	43.7%	129,800- 274,400	_____	____
SELECTED EXPENSE ITEMS					
14. Total Salaries[d]	$ 202,600	100.0%	$ 154,500-$ 377,000	_____	100.0%
From:					
15. Technical	13,400	6.6%	7,300- 22,800	_____	____
16. Program	81,000	40.0%	58,800- 139,200	_____	____
17. Selling	53,100	26.2%	42,300- 116,900	_____	____
18. General & Administrative	55,100	27.2%	32,800- 81,200	_____	____
19. Cost of Outside News Service	$ 7,300		$ 5,000-$ 10,000	_____	
20. Music License Fees	$ 12,100		$ 8,200-$ 18,400	_____	
21. Depreciation & Amortization	$ 23,900		$ 16,300-$ 48,800	_____	
22. Interest	$ 4,300		$ 0-$ 11,300	_____	
23. PROFIT (Before Federal income tax)	$ 31,000		$ 7,500-$ 72,400	_____	
24. FULLTIME EMPLOYMENT	14		11- 24	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 102 AM/FM STATIONS, NATIONWIDE MOR & TOP 40 FORMAT

REVENUE AND EXPENSE ITEMS	ALL STATIONS (33) Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	YOUR STATION Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5
1. PROFIT MARGIN[a]		0.83%	(10.53%)-7.57%		____%
2. TOTAL TIME SALES	$ 501,000	100.0%	$ 307,500-$ 772,000	_____	100.0%
From:					
3. Network Compensation	0	0.0%	0- 4,600	_____	____
4. National & Regional Advertisers	72,100	14.4%	31,900- 163,500	_____	____
5. Local Advertisers	428,900	85.6%	254,900- 621,800	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 512,200		$ 298,600-$ 737,800	_____	
7. Non Broadcast Revenue	3,500		0- 13,600	_____	
8. Trade-outs & Barter	20,400		1,100- 59,900	_____	
9. TOTAL BROADCAST EXPENSE	$ 507,900	100.0%	$ 341,000-$ 750,000	_____	100.0%
From:					
10. Technical	34,000	6.7%	20,600- 48,800	_____	____
11. Program	145,300	28.6%	88,500- 208,200	_____	____
12. Selling[c]	115,300	22.7%	58,900- 170,400	_____	____
13. General & Administrative	213,300	42.0%	141,500- 322,800	_____	____
SELECTED EXPENSE ITEMS					
14. Total Salaries[d]	$ 239,200	100.0%	$ 133,300-$ 380,300	_____	100.0%
From:					
15. Technical	14,600	6.1%	11,500- 19,800	_____	____
16. Program	84,200	35.2%	55,900- 124,500	_____	____
17. Selling	74,400	31.1%	36,500- 111,100	_____	____
18. General & Administrative	66,000	27.6%	30,300- 104,400	_____	____
19. Cost of Outside News Service	$ 8,300		$ 6,700-$ 9,800	_____	
20. Music License Fees	$ 13,000		$ 7,900-$ 21,900	_____	
21. Depreciation & Amortization	$ 27,500		$ 13,500-$ 44,900	_____	
22. Interest	$ 11,300		$ 300-$ 36,700	_____	
23. PROFIT (Before Federal income tax)	$ 4,300		$ (28,600)-$ 44,300	_____	
24. FULLTIME EMPLOYMENT	18		10- 22	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 103 AM/FM STATIONS, NATIONWIDE COUNTRY & TOP 40 FORMAT

REVENUE AND EXPENSE ITEMS	ALL STATIONS (22) Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	YOUR STATION Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5
1. PROFIT MARGIN[a]		11.73%	(5.37%)-22.38%		____%
2. TOTAL TIME SALES	$ 266,100	100.0%	$ 200,200-$ 481,600	_____	100.0%
From:					
3. Network Compensation	0	0.0%	0- 0	_____	_____
4. National & Regional Advertisers	46,800	17.6%	9,600- 86,900	_____	_____
5. Local Advertisers	219,300	82.4%	183,300- 409,600	_____	_____
6. TOTAL BROADCAST REVENUE[b]	$ 263,700		$ 198,300-$ 477,100	_____	
7. Non Broadcast Revenue	0		0 5,800	_____	
8. Trade-outs & Barter	700		0- 11,100	_____	
9. TOTAL BROADCAST EXPENSE	$ 232,800	100.0%	$ 183,800-$ 551,400	_____	100.0%
From:					
10. Technical	15,800	6.8%	10,800- 31,700	_____	_____
11. Program	70,800	30.4%	58,800- 120,400	_____	_____
12. Selling[c]	35,400	15.2%	23,000- 116,400	_____	_____
13. General & Administrative	110,800	47.6%	65,900- 265,600	_____	_____
SELECTED EXPENSE ITEMS					
14. Total Salaries[d]	$ 116,700	100.0%	$ 90,100-$ 271,600	_____	100.0%
From:					
15. Technical	5,900	5.1%	1,400- 13,100	_____	_____
16. Program	44,500	38.1%	39,200- 85,400	_____	_____
17. Selling	27,800	23.8%	20,300- 90,500	_____	_____
18. General & Administrative	38,500	33.0%	24,900- 80,500	_____	_____
19. Cost of Outside News Service	$ 7,000		$ 4,700-$ 10,100	_____	
20. Music License Fees	$ 7,600		$ 4,500-$ 11,800	_____	
21. Depreciation & Amortization	$ 11,100		$ 6,600-$ 30,700	_____	
22. Interest	$ 700		$ 0-$ 20,700	_____	
23. PROFIT (Before Federal income tax)	$ 30,900		$ (16,700)-$ 62,900	_____	
24. FULLTIME EMPLOYMENT	9		6- 15	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 104 AM/FM STATIONS, NATIONWIDE MOR & AOR FORMAT

REVENUE AND EXPENSE ITEMS	ALL STATIONS (13) Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	YOUR STATION Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5
1. PROFIT MARGIN[a]		3.52%	0.49%-16.25%		____%
2. TOTAL TIME SALES	$ 593,800	100.0%	$ 431,900-$ 1,147,800	_____	100.0%
From:					
3. Network Compensation	0	0.0%	0- 100	_____	_____
4. National & Regional Advertisers	54,600	9.2%	29,300- 177,400	_____	_____
5. Local Advertisers	539,200	90.8%	372,700- 947,500	_____	_____
6. TOTAL BROADCAST REVENUE[b]	$ 585,200		$ 416,900-$ 1,085,200	_____	
7. Non Broadcast Revenue	3,000		300- 16,300	_____	
8. Trade-outs & Barter	9,900		1,100- 38,100	_____	
9. TOTAL BROADCAST EXPENSE	$ 564,600	100.0%	$ 380,000-$ 891,000	_____	100.0%
From:					
10. Technical	39,000	6.9%	19,400- 56,400	_____	_____
11. Program	188,000	33.3%	110,100- 280,400	_____	_____
12. Selling[c]	106,100	18.8%	87,600- 283,800	_____	_____
13. General & Administrative	231,500	41.0%	153,400- 369,600	_____	_____
SELECTED EXPENSE ITEMS					
14. Total Salaries[d]	$ 376,500	100.0%	$ 201,900-$ 452,400	_____	100.0%
From:					
15. Technical	18,400	4.9%	4,800- 29,900	_____	_____
16. Program	160,000	42.5%	91,700- 194,300	_____	_____
17. Selling	120,500	32.0%	59,400- 180,900	_____	_____
18. General & Administrative	77,600	20.6%	49,800- 109,200	_____	_____
19. Cost of Outside News Service	$ 12,100		$ 6,100-$ 13,700	_____	
20. Music License Fees	$ 13,700		$ 9,100-$ 22,900	_____	
21. Depreciation & Amortization	$ 27,600		$ 13,300-$ 54,600	_____	
22. Interest	$ 2,500		$ 0-$ 12,300	_____	
23. PROFIT (Before Federal income tax)	$ 20,600		$ 3,500-$ 72,200	_____	
24. FULLTIME EMPLOYMENT	19		13- 26	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 105 DAYTIME STATIONS, NATIONWIDE MOR FORMAT

REVENUE AND EXPENSE ITEMS	ALL STATIONS (74) Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	YOUR STATION Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5
1. PROFIT MARGIN[a]		3.29%	(7.40%)-11.39%		____%
2. TOTAL TIME SALES	$ 210,000	100.0%	$ 133,800-$ 330,800	_____	100.0%
From:					
3. Network Compensation	0	0.0%	0- 0	_____	____
4. National & Regional Advertisers	14,100	6.7%	0- 25,100	_____	____
5. Local Advertisers	195,900	93.3%	123,200- 297,400	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 208,600		$ 132,000-$ 330,600	_____	
7. Non Broadcast Revenue	0		0- 1,400	_____	
8. Trade-outs & Barter	4,800		0- 11,000	_____	
9. TOTAL BROADCAST EXPENSE	$ 201,700	100.0%	$ 140,600-$ 289,100	_____	100.0%
From:					
10. Technical	10,500	5.2%	5,700- 17,000	_____	____
11. Program	62,700	31.1%	39,700- 84,100	_____	____
12. Selling[c]	38,700	19.2%	23,600- 63,300	_____	____
13. General & Administrative	89,800	44.5%	59,700- 131,300	_____	____
SELECTED EXPENSE ITEMS					
14. Total Salaries[d]	99,400	100.0%	$ 72,800-$ 148,000	_____	100.0%
From:					
15. Technical	4,200	4.2%	1,700- 6,700	_____	____
16. Program	39,900	40.1%	26,600- 56,900	_____	____
17. Selling	27,500	27.7%	14,600- 45,600	_____	____
18. General & Administrative	27,800	28.0%	16,400- 39,400	_____	____
19. Cost of Outside News Service	$ 5,600		$ 4,300-$ 8,500-	_____	
20. Music License Fees	$ 5,200		$ 3,300-$ 8,000	_____	
21. Depreciation & Amortization	$ 9,000		$ 4,900-$ 16,500	_____	
22. Interest	$ 4,100		$ 0-$ 12,100	_____	
23. PROFIT (Before Federal income tax)	$ 6,900		$ (12,700)-$ 28,500	_____	
24. FULLTIME EMPLOYMENT	7		5- 10	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 106 DAYTIME STATIONS, NATIONWIDE COUNTRY FORMAT

REVENUE AND EXPENSE ITEMS	ALL STATIONS (90) Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	YOUR STATION Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5
1. PROFIT MARGIN[a]		0.69%	(10.40%)-8.15%		____%
2. TOTAL TIME SALES	$ 137,300	100.0%	$ 99,500-$ 227,300	_____	100.0%
From:					
3. Network Compensation	0	0.0%	0- 0	_____	_____
4. National & Regional Advertisers	9,700	7.1%	1,400- 19,700	_____	_____
5. Local Advertisers	127,600	92.9%	87,500- 208,400	_____	_____
6. TOTAL BROADCAST REVENUE[b]	$ 134,600		$ 98,900-$ 225,800	_____	
7. Non Broadcast Revenue	0		0- 1,300	_____	
8. Trade-outs & Barter	2,800		0- 7,800	_____	
9. TOTAL BROADCAST EXPENSE	$ 133,700	100.0%	$ 102,100-$ 243,900	_____	100.0%
From:					
10. Technical	5,900	4.4%	3,800- 12,300	_____	_____
11. Program	38,800	29.0%	27,800- 56,100	_____	_____
12. Selling[c]	24,300	18.2%	14,200- 55,800	_____	_____
13. General & Administrative	64,700	48.4%	47,100- 118,100	_____	_____
SELECTED EXPENSE ITEMS					
14. Total Salaries[d]	$ 62,400	100.0%	$ 51,000-$ 108,900	_____	100.0%
From:					
15. Technical	2,300	3.7%	300- 5,100	_____	_____
16. Program	23,100	37.0%	17,500- 35,800	_____	_____
17. Selling	17,700	28.3%	7,700- 37,300	_____	_____
18. General & Administrative	19,300	31.0%	11,900- 34,900	_____	_____
19. Cost of Outside News Service	$ 4,700		$ 2,500-$ 6,600	_____	
20. Music License Fees	$ 4,000		$ 2,300-$ 5,900	_____	
21. Depreciation & Amortization	$ 7,000		$ 2,800-$ 13,500	_____	
22. Interest	$ 3,100		$ 300-$ 9,300	_____	
23. PROFIT (Before Federal income tax)	$ 900		$ (10,500)-$ 14,500	_____	
24. FULLTIME EMPLOYMENT	6		4- 8	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 107 DAYTIME STATIONS, NATIONWIDE RELIGIOUS FORMAT

REVENUE AND EXPENSE ITEMS	ALL STATIONS (14) Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	YOUR STATION Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5
1. PROFIT MARGIN[a]		5.86%	2.37%-15.75%		____%
2. TOTAL TIME SALES	$ 260,500	100.0%	$ 125,200-$ 489,700	_____	100.0%
From:					
3. Network Compensation	0	0.0%	0- 0	_____	_____
4. National & Regional Advertisers	33,900	13.0%	0- 173,700	_____	_____
5. Local Advertisers	226,600	87.0%	58,800- 319,800	_____	_____
6. TOTAL BROADCAST REVENUE[b]	$ 246,800		$ 119,700-$ 467,800	_____	
7. Non Broadcast Revenue	0		0- 500	_____	
8. Trade-outs & Barter	7,600		100- 12,800	_____	
9. TOTAL BROADCAST EXPENSE	$ 232,300	100.0%	$ 111,200-$ 359,000	_____	100.0%
From:					
10. Technical	15,100	6.5%	4,700- 36,200	_____	_____
11. Program	56,900	24.5%	33,400- 78,000	_____	_____
12. Selling[c]	36,700	15.8%	10,300- 63,600	_____	_____
13. General & Administrative	123,600	53.2%	52,000- 185,100	_____	_____
SELECTED EXPENSE ITEMS					
14. Total Salaries[d]	$ 91,200	100.0%	$ 61,900-$ 200,600	_____	100.0%
From:					
15. Technical	6,700	7.3%	0- 14,200	_____	_____
16. Program	29,800	32.7%	18,600- 54,600	_____	_____
17. Selling	19,500	21.4%	4,000- 50,600	_____	_____
18. General & Administrative	35,200	38.6%	22,900- 69,900	_____	_____
19. Cost of Outside News Service	$ 4,800		$ 3,600-$ 6,600	_____	
20. Music License Fees	$ 5,500		$ 3,500-$ 11,200	_____	
21. Depreciation & Amortization	$ 6,300		$ 1,100-$ 11,300	_____	
22. Interest	$ 800		$ 0-$ 14,500	_____	
23. PROFIT (Before Federal income tax)	$ 14,500		$ 3,300-$ 34,300	_____	
24. FULLTIME EMPLOYMENT	6		3- 9	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 108 FM STATIONS, NATIONWIDE MOR FORMAT

REVENUE AND EXPENSE ITEMS	ALL STATIONS (89) Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	YOUR STATION Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5
1. PROFIT MARGIN[a]		0.59%	(18.56%)-13.03%		____%
2. TOTAL TIME SALES	$ 356,000	100.0%	$ 183,800-$ 862,700	_____	100.0%
From:					
3. Network Compensation	0	0.0%	0- 0	_____	____
4. National & Regional Advertisers	31,300	8.8%	7,800- 152,400	_____	____
5. Local Advertisers	324,700	91.2%	175,700- 716,600	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 346,600		$ 185,400-$ 811,000	_____	
7. Non Broadcast Revenue	1,300		0- 6,600	_____	
8. Trade-outs & Barter	19,300		4,600 52,400	_____	
9. TOTAL BROADCAST EXPENSE	$ 344,600	100.0%	$ 220,900-$ 669,600	_____	100.0%
From:					
10. Technical	20,000	5.8%	9,000- 40,700	_____	____
11. Program	95,100	27.6%	58,100- 187,300	_____	____
12. Selling[c]	87,500	25.4%	38,200- 232,200	_____	____
13. General & Administrative	142,000	41.2%	96,200- 297,700	_____	____
SELECTED EXPENSE ITEMS					
14. Total Salaries[d]	$ 151,600	100.0%	$ 93,500-$ 336,300	_____	100.0%
From:					
15. Technical	7,400	4.9%	2,200- 16,600	_____	____
16. Program	58,500	38.6%	36,500- 119,800	_____	____
17. Selling	53,500	35.3%	23,000- 133,200	_____	____
18. General & Administrative	32,200	21.2%	15,600- 64,000	_____	____
19. Cost of Outside News Service	$ 5,200		$ 2,500-$ 8,500	_____	
20. Music License Fees	$ 7,200		$ 3,900-$ 21,500	_____	
21. Depreciation & Amortization	$ 21,200		$ 11,900-$ 43,500	_____	
22. Interest	$ 7,200		$ 0-$ 20,400	_____	
23. PROFIT (Before Federal income tax)	$ 2,000		$ (50,100)-$ 84,300	_____	
24. FULLTIME EMPLOYMENT	10		6- 18	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 109 FM STATIONS, NATIONWIDE AOR FORMAT

REVENUE AND EXPENSE ITEMS	ALL STATIONS (50) Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	YOUR STATION Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5
1. PROFIT MARGIN[a]		5.97%	(23.42%)-22.43%		____%
2. TOTAL TIME SALES	$ 829,800	100.0%	$ 317,300-$ 1,789,900	_____	100.0%
From:					
3. Network Compensation	0	0.0%	0- 12,900	_____	____
4. National & Regional Advertisers	174,300	21.0%	23,600- 456,200	_____	____
5. Local Advertisers	655,500	79.0%	260,900- 1,367,500	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 738,200		$ 324,200-$ 1,576,800	_____	
7. Non Broadcast Revenue	900		0- 11,400	_____	
8. Trade-outs & Barter	28,500		6,600- 74,700	_____	
9. TOTAL BROADCAST EXPENSE	$ 694,100	100.0%	$ 366,500-$ 1,239,400	_____	100.0%
From:					
10. Technical	43,700	6.3%	19,300- 64,700	_____	____
11. Program	164,500	23.7%	97,600- 302,200	_____	____
12. Selling[c]	184,000	26.5%	83,700- 343,700	_____	____
13. General & Administrative	301,900	43.5%	150,200- 489,000	_____	____
SELECTED EXPENSE ITEMS					
14. Total Salaries[d]	$ 340,500	100.0%	$ 149,200-$ 537,200	_____	100.0%
From:					
15. Technical	18,400	5.4%	5,400- 27,000	_____	____
16. Program	111,300	32.7%	65,900- 213,400	_____	____
17. Selling	131,100	38.5%	58,200- 193,600	_____	____
18. General & Administrative	79,700	23.4%	27,200- 108,200	_____	____
19. Cost of Outside News Service	$ 5,100		$ 1,300-$ 8,200	_____	
20. Music License Fees	$ 16,100		$ 5,700-$ 37,400	_____	
21. Depreciation & Amortization	$ 29,200		$ 14,300-$ 51,300	_____	
22. Interest	$ 500		$ 0-$ 16,400	_____	
23. PROFIT (Before Federal income tax)	$ 44,100		$ (43,700)-$ 217,200	_____	
24. FULLTIME EMPLOYMENT	17		12- 21	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 110 FM STATIONS, NATIONWIDE TOP 40 FORMAT

REVENUE AND EXPENSE ITEMS	ALL STATIONS (87) Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	YOUR STATION Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5
1. PROFIT MARGIN[a]		(0.80%)	(18.54%)-18.76%		____%
2. TOTAL TIME SALES	$ 569,200	100.0%	$ 257,100-$ 1,184,000	_____	100.0%
From:					
3. Network Compensation	0	0.0%	0- 4,000	_____	____
4. National & Regional Advertisers	89,400	15.7%	23,300- 232,700	_____	____
5. Local Advertisers	479,800	84.3%	204,600- 946,000	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 494,600		$ 251,900-$ 1,015,400	_____	
7. Non Broadcast Revenue	700		0- 6,800	_____	
8. Trade-outs & Barter	17,800		2,800- 77,200	_____	
9. TOTAL BROADCAST EXPENSE	$ 498,600	100.0%	$ 264,900-$ 960,800	_____	100.0%
From:					
10. Technical	29,400	5.9%	14,500- 46,700	_____	____
11. Program	132,100	26.5%	72,800- 252,400	_____	____
12. Selling[c]	126,700	25.4%	57,600- 310,400	_____	____
13. General & Administrative	210,400	42.2%	98,300- 447,400	_____	____
SELECTED EXPENSE ITEMS					
14. Total Salaries[d]	$ 218,000	100.0%	$ 127,700-$ 346,600	_____	100.0%
From:					
15. Technical	11,600	5.3%	4,800- 21,600	_____	____
16. Program	79,100	36.3%	45,100- 138,600	_____	____
17. Selling	87,400	40.1%	42,800- 155,600	_____	____
18. General & Administrative	39,900	18.3%	21,300- 81,200	_____	____
19. Cost of Outside News Service	$ 3,400		$ 1,400-$ 6,500	_____	
20. Music License Fees	$ 11,700		$ 5,100-$ 29,500	_____	
21. Depreciation & Amortization	$ 30,300		$ 13,300-$ 47,800	_____	
22. Interest	$ 1,500		$ 0-$ 15,200	_____	
23. PROFIT (Before Federal income tax)	$ (4,000)		$ (72,200)-$ 118,100	_____	
24. FULLTIME EMPLOYMENT	15		8- 21	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 111 FM STATIONS, NATIONWIDE BEAUTIFUL MUSIC FORMAT

REVENUE AND EXPENSE ITEMS	ALL STATIONS (88) Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	YOUR STATION Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5
1. PROFIT MARGIN[a]		13.89%	(5.48%)-23.69%		____%
2. TOTAL TIME SALES	$ 639,600	100.0%	$ 342,500-$ 1,169,900	_____	100.0%
From:					
3. Network Compensation	0	0.0%	0- 0	_____	_____
4. National & Regional Advertisers	103,600	16.2%	27,400- 391,900	_____	_____
5. Local Advertisers	536,000	83.8%	225,100- 799,500	_____	_____
6. TOTAL BROADCAST REVENUE[b]	$ 615,400		$ 302,600-$ 1,017,400	_____	
7. Non Broadcast Revenue	600		0- 7,100	_____	
8. Trade-outs & Barter	24,900		4,700- 69,000	_____	
9. TOTAL BROADCAST EXPENSE	$ 529,900	100.0%	$ 258,400-$ 926,000	_____	100.0%
From:					
10. Technical	39,200	7.4%	18,500- 61,800	_____	_____
11. Program	112,300	21.2%	61,700- 184,600	_____	_____
12. Selling[c]	137,300	25.9%	65,900- 302,400	_____	_____
13. General & Administrative	241,100	45.5%	99,800- 320,300	_____	_____
SELECTED EXPENSE ITEMS					
14. Total Salaries[d]	$ 232,500	100.0%	$ 120,400-$ 359,200	_____	100.0%
From:					
15. Technical	14,400	6.2%	6,800- 24,800	_____	_____
16. Program	72,500	31.2%	38,700- 100,200	_____	_____
17. Selling	92,800	39.9%	48,400- 146,800	_____	_____
18. General & Administrative	52,800	22.7%	20,800- 80,400	_____	_____
19. Cost of Outside News Service	$ 3,100		$ 1,100-$ 6,300	_____	
20. Music License Fees	$ 16,000		$ 7,400-$ 28,800	_____	
21. Depreciation & Amortization	$ 24,100		$ 14,300-$ 53,000	_____	
22. Interest	$ 0		$ 0-$ 9,500	_____	
23. PROFIT (Before Federal income tax)	$ 85,500		$ (20,700)-$ 193,900	_____	
24. FULLTIME EMPLOYMENT	12		6- 16	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 112 FM STATIONS, NATIONWIDE COUNTRY FORMAT

REVENUE AND EXPENSE ITEMS	ALL STATIONS (62)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5
1. PROFIT MARGIN[a]		0.89%	(32.93%)-14.00%		____%
2. TOTAL TIME SALES	$ 215,200	100.0%	$ 126,700-$ 565,900	_____	100.0%
From:					
3. Network Compensation	0	0.0%	0- 0	_____	_____
4. National & Regional Advertisers	11,000	5.1%	1,400- 95,400	_____	_____
5. Local Advertisers	204,200	94.9%	119,800- 431,100	_____	_____
6. TOTAL BROADCAST REVENUE[b]	$ 215,400		$ 129,200-$ 514,500	_____	
7. Non Broadcast Revenue	0		0- 4,400	_____	
8. Trade-outs & Barter	4,900		100- 20,200	_____	
9. TOTAL BROADCAST EXPENSE	$ 213,500	100.0%	$ 146,400-$ 466,300	_____	100.0%
From:					
10. Technical	14,300	6.7%	7,400- 35,300	_____	_____
11. Program	61,700	28.9%	34,600- 126,200	_____	_____
12. Selling[c]	45,300	21.2%	24,500- 115,000	_____	_____
13. General & Administrative	92,200	43.2%	59,200- 202,800	_____	_____
SELECTED EXPENSE ITEMS					
14. Total Salaries[d]	$ 83,000	100.0%	$ 62,300-$ 219,900	_____	100.0%
From:					
15. Technical	3,900	4.7%	0- 14,000	_____	_____
16. Program	33,000	39.8%	20,300- 78,100	_____	_____
17. Selling	26,800	32.3%	17,000- 80,600	_____	_____
18. General & Administrative	19,300	23.2%	12,100- 49,400	_____	_____
19. Cost of Outside News Service	$ 4,300		$ 1,400-$ 5,600	_____	
20. Music License Fees	$ 5,100		$ 3,200-$ 11,900	_____	
21. Depreciation & Amortization	$ 13,700		$ 8,600-$ 22,500	_____	
22. Interest	$ 7,600		$ 0-$ 15,300	_____	
23. PROFIT (Before Federal income tax)	$ 1,900		$ (38,500)-$ 51,800	_____	
24. FULLTIME EMPLOYMENT	8		4- 14	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 113 FM STATIONS, NATIONWIDE RELIGOUS FORMAT

REVENUE AND EXPENSE ITEMS	ALL STATIONS (27) Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	YOUR STATION Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5
1. PROFIT MARGIN[a]		(3.73%)	(51.61%)-1.57%		____%
2. TOTAL TIME SALES	$ 141,200	100.0%	$ 79,600-$ 234,400	_____	100.0%
From:					
3. Network Compensation	0	0.0%	0- 0	_____	____
4. National & Regional Advertisers	40,500	28.7%	4,300- 63,200	_____	____
5. Local Advertisers	100,700	71.3%	46,700- 202,800	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 163,700		$ 79,600-$ 253,100	_____	
7. Non Broadcast Revenue	1,500		0- 10,000	_____	
8. Trade-outs & Barter	4,900		0- 14,700	_____	
9. TOTAL BROADCAST EXPENSE	$ 169,800	100.0%	$ 113,900-$ 266,500	_____	100.0%
From:					
10. Technical	12,600	7.4%	7,900- 31,300	_____	____
11. Program	59,300	34.9%	25,700- 79,600	_____	____
12. Selling[c]	19,000	11.2%	6,600- 50,200	_____	____
13. General & Administrative	78,900	46.5%	51,500- 127,600	_____	____
SELECTED EXPENSE ITEMS					
14. Total Salaries[d]	$ 78,200	100.0%	$ 47,100-$ 120,900	_____	100.0%
From:					
15. Technical	6,600	8.5%	0- 13,000	_____	____
16. Program	36,400	46.5%	14,400- 57,000	_____	____
17. Selling	11,600	14.8%	3,000- 39,300	_____	____
18. General & Administrative	23,600	30.2%	10,300- 37,400	_____	____
19. Cost of Outside News Service	$ 5,700		$ 3,400-$ 9,400	_____	
20. Music License Fees	$ 4,100		$ 1,200-$ 6,500	_____	
21. Depreciation & Amortization	$ 8,400		$ 6,900-$ 12,000	_____	
22. Interest	$ 2,700		$ 0-$ 7,900	_____	
23. PROFIT (Before Federal income tax)	$ (6,100)		$ (43,000)-$ 6,100	_____	
24. FULLTIME EMPLOYMENT	6		3- 9	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

APPENDIX

1. Nature of Survey

The statistical data shown in this report was obtained from questionnaires sent to all commercial television stations licensed by the Federal Communications Commission. The requested financial data is the same as that filed with the Commission on FCC Form 324 for the 1980 calendar year. The universe for the survey (the total number of commercial stations in operation the full twelve months of 1980) is 7714.

Usable and timely financial returns were received from 1672 radio stations. Counting combined AM-FM returns as two stations, this study is based on a statistical response of approximately 27.5% of the radio industry.

Among the deficiencies of the survey are (1) lack of control over eligible participants resulting in a different mix in each table every year, and (2) lack of consistency in placing requested revenue and expense data in the proper category due to misinterpretation of FCC reporting requirements.

2. Station Grouping, Market-Size and Revenue-Size Classification Scheme

The first section (Tables 2-22) groups all responding station data by market- and revenue-size. Subsequent sections group participating stations by significant class and format; namely, Fulltime AM, AM/FM, Daytime, FM, Class 1-A 50kw stations, and the following formats: MOR (middle of the road), AOR (album oriented rock), Top 40, Beautiful Music, Country, Religious, and News/Talk.

The data is arranged by market and revenue size on the hypothesis that these two factors are the most significant determinants, or at least the most revealing, of radio revenue and cost structures. With both the market-and revenue-size groupings, there is an additional breakout of those stations reporting a profit during 1980. By eliminating those facilities which operated in the "red," the yardstick figures for these profit-only stations represent realistic goals toward which "deficit" and marginally profitable stations can point.

The number of station returns used in each category of market- and revenue-size groupings is indicated following the ALL-STATIONS and PROFIT-ONLY STATIONS headings.

A. Market-Size Classification Scheme

The U.S. Census Bureau's 1970 population counts have been used again for standard metropolitan statistical areas, and for non-metropolitan areas.

B. Revenue-Size Classification Scheme

This scheme of station groupings is based solely on the total broadcast revenue figures (time sales plus incidental revenue minus agency and rep. commissions and other deductions) found on each return.

3. Statistical Problems

A. Median

The "typical" figures in each table are medians or the middle figure ($\frac{n+1}{2}$) after ranking the stations in a particular category on a particular revenue or expense item. Thus, 50 percent of the stations have revenue figures which are above, or equal to, and 50 percent of the station revenue figures are below, or equal to, the "typical" revenue figures in the tables. Likewise, 50 percent of the stations have expense figures which are above, or equal to, and 50 percent of the station expense figures are below, or equal to, the "typical" expense figures in the tables. Medians rather than averages (means) were used due to the relatively small number of items involved in each grouping and because of the large diversity between the revenue or expense or profit margin figures within each of the groupings. As is common in many economic studies, means would tend to yield higher figures than medians due to the existence of relatively more extreme figures at the top than at the bottom of any ranking of a group.

The "typical dollar figures" on each table were adjusted so that all figures in those columns will add up to their respective totals in both dollar and percentage terms. These adjustments were made on the expense and profit figures rather than on the profit margin.

B. Middle 50 Percent

The middle 50 percent (or interquartile range) has been presented because it allows a broadcaster to evaluate his operating results more thoroughly than if just one typical figure were available as the yardstick. Since every station is in some way unique, it is to be expected that a station's operating figures will not coincide precisely with standards of measurement based on the typical comparable station. But showing the lower quartile (25 percentile) and the upper quartile (75 percentile), station management can get a much better idea of its financial position relative to 50 percent of the radio facilities. These interquartile figures have not been adjusted to total 100%.

C. Profit Margin

The profit margin is essentially the operating ratio subtracted from 100%. It represents the gross profit (or loss) realized on every dollar of total revenue.

Typical profit margin figures are medians which have been derived from individual station ratios rather than by dividing the typical gross profit for a particular category of stations by the typical total revenue for the grouping. More specifically, a profit margin figure was calculated for each station in a particular category. The profit margin figures were then ranked and the median figure selected. This direct station-by-station method of calculating the profit margin provides a realistic figure with which to compare your station.

D. Nationwide Figures

The nationwide figures in Table 1 (Part I) were computed directly from the total sample array, ranked by the computer. They have been adjusted so that the gross profit is the result of the simple subtraction of total expense from total revenue and the division of the profit by the total revenue yields the profit margin. These adjustments were made, however, on the expense and profit figures rather than on the profit margin. This is because we believe that both the total revenue and profit margin figures are somewhat more significant than the total expense and profit figures.

4. Fulltime Employment Statistics

Typical fulltime employment by market size is correlated with total revenue and expense medians to show operating percentages and quotients among market ranges. The typical figure from the all-station array was selected as the number for all calculations in Table 89 on page 92.

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